AUGUST 22, 1949 PUBLISHED WEEKLY PART I PRICE 25 CENTS

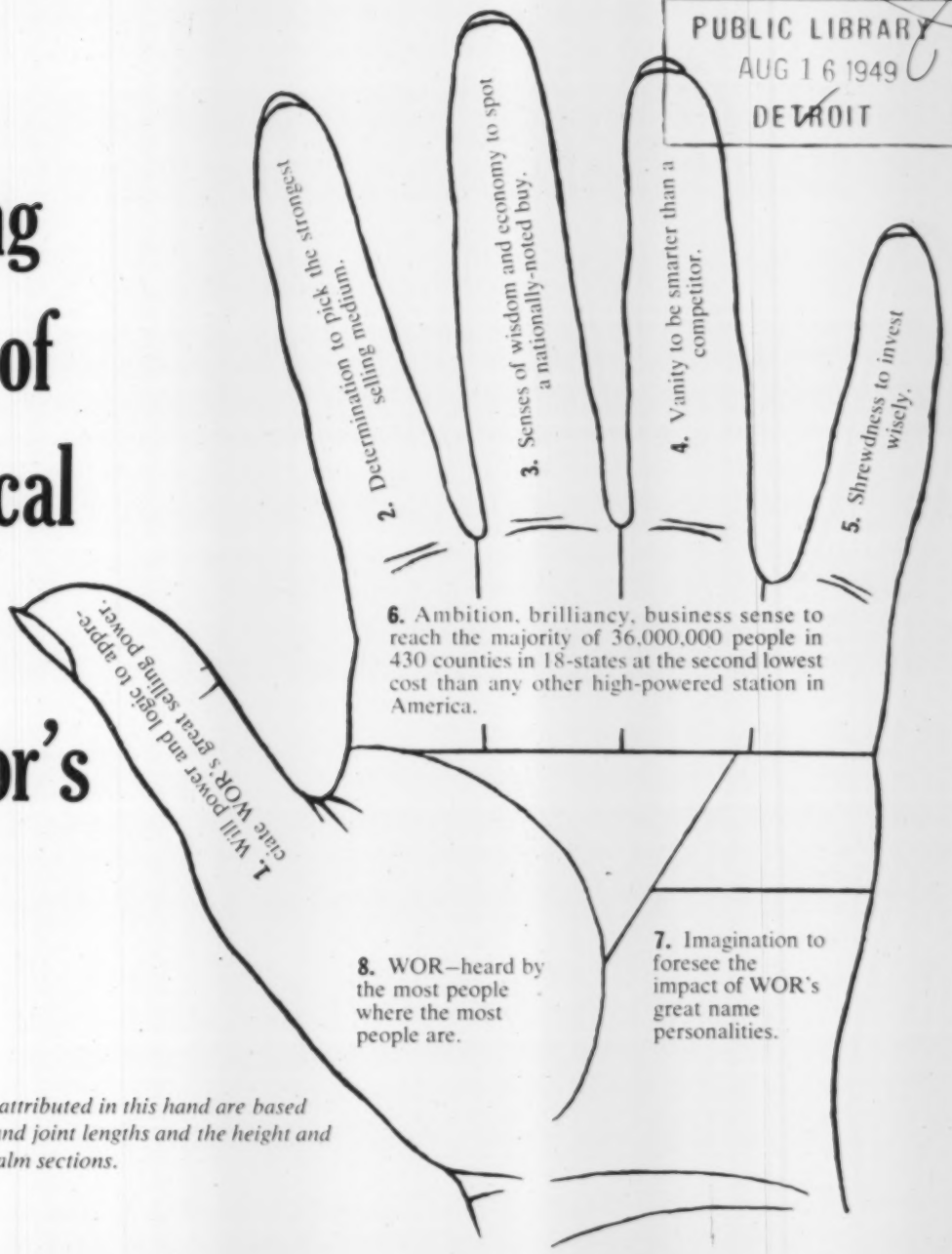
BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY
AUG 16 1949
DETROIT

reading chart of a typical WOR sponsor's hand*


1. Will power and logic to appreciate WOR's great selling power.
2. Determination to pick the strongest selling medium.
3. Senses of wisdom and economy to spot a nationally-noted buy.
4. Vanity to be smarter than a competitor.
5. Shrewdness to invest wisely.
6. Ambition, brilliancy, business sense to reach the majority of 36,000,000 people in 430 counties in 18-states at the second lowest cost than any other high-powered station in America.
7. Imagination to foresee the impact of WOR's great name personalities.
8. WOR—heard by the most people where the most people are.

**the qualities attributed in this hand are based on the finger and joint lengths and the height and width of the palm sections.*

OUR 25TH ANNIVERSARY YEAR

CHICAGO DAILY NEWS *For and about* WOMEN

PAGE 21

TUESDAY, JUNE 28, 1949

SECTION TWO

FASHION TELLING

Swing Your Partner in a Gay, Colorful Swirl

BY SPADEA

The square dance is out of the barn and onto some of the most polished dance floors in the country.

[illegible] fall in with the spirit of the [illegible] light-tapping [illegible] hearted and gay and colorful. But there are certain tips that experienced dancers tell us about which should be remembered by novices. Wear your skirts full--the fuller the whirlier. And under them wear pretty starched petticoats (two are better than one) to flutter about your ankles and maybe even pantaloons--a modesty note.

You'll discover that bracelets and earrings will be in your way so confine your jewelry to a brooch--worn choker style on a velvet ribbon will give you an air of old-fashioned enchantment.

Now about your poor old feet. They take a beating on any dance floor but with the exuberant patterns and sashayings that make the fun, they can put you on the sidelines for the evening if you fail to give them some protection. Wear shoes with toes (a good stomp on an open toe may send you home limping). Straps are good to keep them from flying off.

Joset Walker adds a ruffle to the hem and puff sleeves of her green cotton printed in navy in a small mosaic pattern ties it with a narrow navy sash (sketch A). Tiny checks in brown and black (truly pioneer in spirit) are Dorothy Cox's choice. She puts bias bands on the skirt, plants a pert pique bow just below one shoulder strap (sketch B).

Flirtatious steppers might try hiking up the dress to show off ruffled petticoats (sketch C). Keep it there with a flower.

Polka dotted is this Nelly Don Dollie with puffed sleeves and elasticized neckline. It comes with its own apron to wear stole-wise if you like (sketch D). Rose Barrack covers the pockets of a circular chintz skirt, in this instance, coral and teams it with a top of turquoise silk shantung (sketch E). Garlands of roses decorate Claire McCardell's white piculav (sketch F). And finally the off-shoulder peasant blouse in many variations that you can buy anywhere (sketch G).

Reproduction courtesy Spadea, Inc., and Chicago Daily News

Magazines, newspapers, department stores, news reels—everywhere you see SQUARE DANCING! Today's favorite! WLS takes special interest because we have been known for 25 years as the home of square dancing and folk music—the originator of the WLS National Barn Dance. For more facts about the quarter-century-old Barn Dance or any of the friendly programs on "the square dance station," see your John Blair man or Sales Manager, WLS, Chicago 7.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

St. Louis . . .

KWK announces

the appointment of

The KATZ AGENCY

as its National Representative

effective August 15th

KATZ OFFICES

New York	Atlanta
Chicago	Kansas City
San Francisco	Detroit
Los Angeles	Dallas

ST. LOUIS

KWK

MUTUAL

Globe-Democrat Tower Building, St. Louis 6, Mo.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

FCC'S VIEWS on its own role in liquor-advertising question (story page 25) are due to be revealed early this week. Asked by Sen. Ed C. Johnson (D-Col.) to join fight against hard liquor commercials, Commission has prepared reply which reportedly points out that it has no federal law under which to operate specifically in this field, though in many cases there are state prohibitions against such radio advertising. FCC ruled three years ago that alcoholic beverage advertising can be "controversial" and warrant reply time for drys.

NBC TOP level realignment, launched with recent appointment of Sylvester (Pat) Weaver as vice president in charge of television, will include not only AM opposite number for Mr. Weaver, but also executive head for owned-and-operated stations (AM and TV). It's understood this post some months ago had been offered Hugh L. Terry, general manager of KLZ Denver, who declined in order to participate in ownership of that outlet.

ALTHOUGH FCC Chairman Wayne Coy and entourage will return to United States from prolonged European conference mission this week, Mr. Coy is not expected to pick up FCC gavel for another several weeks to enable him to take vacation. Talk of his likely retirement from FCC has all but evaporated now that prospect for increase in FCC pay from $10,000 to $15,000 or $16,000 appears almost certain.

N. W. AYER & SON, New York, recommending radio spot announcement campaign to its client, Charms Co., Asbury Park, N. J.

IT'S FOREGONE conclusion that U. S. delegation to NARBA conference which gets under way in Montreal Sept. 13 will insist upon observance of U. S. engineering standards by NARBA signatories to bring about uniform results and minimize interference.

DON'T LOOK for comments on color TV from either of principal antagonists, RCA-NBC and CBS, before Aug. 26 deadline for submission of data to FCC in preparation for VHF-UHF-color hearing which starts Sept. 26. They're both working hard, saying nothing.

CONVERSATIONS under way looking toward retention by Daytime Petitioners Assn. of Royal V. Howard, former engineering director of NAB, to represent it at NARBA sessions in Montreal next month. Daytime group seeks fulltime on Mexican clear channels and topic falls within purview of NARBA sessions.

REPRESENTATIVES have been asked for availabilities for 26-week campaign of 15-minute and half-hour hillbilly shows in 35 markets for Consolidated Royal Chemical products Peruna and Kolor-Bak. Agency is Harry O'Neil Inc.

MUTUAL reportedly was approached by high-

(Continued on page 70)

Upcoming

Aug. 16: RMA Television Committee meeting, Hotel Roosevelt, New York.
Aug. 25-27: Georgia Assn. of Local Stations, St. Simon Island, Ga.
Aug. 29: Government-industry NARBA preparatory committee, Departmental Auditorium, Washington.
Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.

(Other Upcomings on page 69)

Bulletins

HOUSE of Representatives Friday voted unanimously to authorize Select Committee to probe lobbying activities of government agencies and private industries. Chairman Adolph Sabath (D-Ill.) termed investigation "very necessary," citing $2 million expenditure by 158 lobbyists during first three months of 1949. Speaker Sam Rayburn (D-Tex.) will appoint group. House previously adopted joint Senate-House resolution last May, but measure was bottled up in Senate Rules Committee until last week.

SHOTWELL MFG. Co., St. Louis, will expand one-minute participations there to more markets in early fall on behalf of Puritan marshmallows. Areas being chosen now by agency, Wade Adv., Chicago.

O-CEDAR Corp., Chicago, introduces new mop line on Chicago TV stations with test spots early next month. Expansion planned to national markets if response meets expectations. Agency, Young & Rubicam, Chicago.

PROSPECTS BRIGHTEN FOR ASCAP-TV ACCORD

PROSPECTS for early settlement of ASCAP fee scales for television believed brighter as result of meetings last week at which officials of several stations joined Robert P. Myers, NBC assistant general attorney and key negotiator for broadcasters, in arguing their case with ASCAP executives.

Agreement reported to be nearly reached on some points in dispute, but one participant cautioned against too optimistic conclusions although he said progress had been made. Present at meetings were G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL-TV Lancaster, Pa., and G. Emerson Markham, WRGB (TV) Schenectady and newly appointed television chief of NAB. For ASCAP negotiators were Fred E. Ahlert, president, and Herman Finkelstein, counsel.

TWO NAMED VICE PRESIDENTS

KASTOR, FARRELL, CHESLEY & CLIFFORD has appointed two vice presidents. They are Jack Peters, New York media director, and David D. Brown, manager of Chicago office and account executive on Blatz Brewing Co. account.

Business Briefly

MYSTERY SERIES ● Petri Wine Co., San Francisco, Sept. 21 to sponsor *Adventures of Sherlock Holmes* on approximately 60 ABC stations, Wednesday, 8:30-9 p.m. Contract, 52 weeks. Agency, Young & Rubicam, San Francisco.

SPOT TEST ● New Products Co., South Bend, Ind., starting spot test campaign this week on WPTR Albany for Jack's cheese-flavored corn twists. One-minute commercials will be used through east if sales results are favorable. Agency, MacDonald-Cook, Chicago.

REDDI-WIP PLANS ● Reddi-Wip, St. Louis (canned whipping cream), readying AM regional spot campaign. TV commercials have been submitted by agency, Ruthrauff & Ryan, Chicago, but no decision made.

SEALY NEWS ● Sealy Mattress Co., Los Angeles, starts Chet Huntley news Tues., Thurs., on 8 CBS Pacific California stations and renews Sat., 5:30-5:45 p.m. (PST), 52 weeks. Agency, Alvin Wilder, Los Angeles.

SEALTEST SIGNS ● National Dairy Products (Sealtest) Sept. 27 starts sponsorship of *Kukla, Fran & Ollie* on NBC-TV, Tues., Thurs., 7-7:30 p.m. [CLOSED CIRCUIT, Aug. 8]. RCA continues Mon., Wed., Fri. sponsorship. Sealtest also buys 10:45-11 a.m. strip on NBC. Sealtest agency, N. W. Ayer & Son, New York.

NEWS RENEWAL ● *Christian Science Monitor* renews news commentaries by Erwin D. Canham on ABC Tuesday, 9:30-9:45 p.m., 52 weeks, effective Aug. 30 on 75 ABC stations. Agency, H. B. Humphrey Co., New York.

OIL SERIES RETURNS ● American Oil Co., Baltimore, renews *Carnegie Hall* on 107 ABC stations. Program, now heard Sun., 7:30-8 p.m., will move to Tues., 8-8:30 p.m., effective Sept. 27. Agency, Joseph Katz Co., Baltimore.

QUAKER CONTINUES ● Quaker Oats Co., Chicago, renews *Talk Your Way Out of It* on ABC Mon., Wed., Fri., 3-3:30 p.m. effective Sept. 12. Agency, C. J. LaRoche & Co., New York.

THREE RENEW ON MBS

R. B. SEMLER Co., through Erwin Wasey & Co., Friday renewed Gabriel Heater newscasts over MBS for two years, effective Jan. 5. Network spokesman said fact renewal signed six months before expiration of present contract indicates sponsor satisfaction with Heater program. Also renewed at MBS: Williamson Candy Co. (O'Henry Candy Bars) through Aubrey, Moore & Wallace, *True Detective Mysteries*, Sun., 5:30 to 6 p.m., effective Sept. 4, and Wander Co. (Ovaltine) through Hill Blackett & Co., *Captain Midnite*, 5:30 to 6 p.m., Tuesday and Thursday, effective Sept. 20.

ANNE HAYES—mother, homemaker, and popular Mid-America radio personality.

"Today's Woman" Recommends Springerle . . .

at a Very Low Cost per 1000 Coverage!

Ever tried Springerle? It's a little white cookie. You beat the mixture by hand for an hour . . . and the cookies *are* delicious! (They *should* be!)

Out Mid-America way, you might have picked up this recipe from "Today's Woman" (Anne Hayes, director of KCMO's women's activities). For on her Monday-thru-Friday "Today's Woman" show, she gives many a recipe, homemaking tip, and (ah, yes) plug for sponsored products.

If you have a story to tell to "better-halves" of Mid-America families, let Anne Hayes give them the word. It will be well-told . . . and told at a low, *very low*, cost per 1000 coverage. Kansas City's most powerful station, KCMO, serves 213 Mid-America counties with a potential listenership of over 5,435,000 inside its 50,000 watt measured ½ mv. coverage area.

50,000 WATTS DAY

10,000 WATTS NIGHT—
810 Kc.

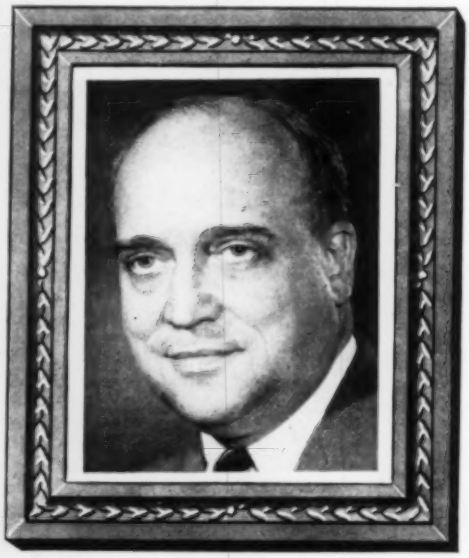
One Does It—in Mid-America!

One station
One rate card
One spot on the dial
One set of call letters

KCMO

and KCMO-FM . . . 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America
National Representative: John E. Pearson Company

Patroon of the week



FRANK SILVERNAIL

Chief Time Buyer, BBDO

Frank, with only the supervision of all of BBDO's tremendous spot and network radio buying to occupy his days, has been given the additional responsibility of master-minding all BBDO TV buying as well.

When things get too rough, Frank, make use of the Patroon membership you received today from the Rambeau rep . . . come to Patroonland for rest and relaxation.

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

* **Sales, not tales**
* **Orders, not oratory**
* **Customers, not claims**

PATROON
Aristocratic Landholder of the Hudson Valley

50,000 Watts Night and Day

Represented by RAMBEAU

WPTR

ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

How Buyers' Market Can Mean Business By Edgar Kobak 14
Baseball Broadcasts Showdown Looms 23
McFarland Bill Approved by Senate 23
How's Business 24
Third NARBA Problems Seen 25
Hard Liquor Advertising Tempest Continues 25
'Star Time' Sells Goodwill for Hurley-Tobin 27
Public To Decide in Disc War 28
Radio Set Count in 1950 Census Likely 29
WIBK Denied License 29
FM Set Makers Charged 30
FM Coverage Rule Changes Proposed 32
AT&T TV Relay Expansion Plan Approved 41
World Series TV Rights Undecided 41
Comments on TV Proposals Flow Into FCC 42

DEPARTMENTS

Agencies	11	News	66
Allied Arts	63	On All Accounts	20
Commercial	55	Open Mike	18
Editorial	38	Our Respects to	38
FCC Actions	64	Production	52
Feature of Week	20	Programs	51
Film Report	47	Promotion	59
Management	54	Radiorama	10
Milestones	19	Technical	58
Network Accounts	10	Telestatus	44
New Business	10	Upcoming	69

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Robert B Luce, *Research Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28 HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

Another
TRUSCON
TOWER OF STRENGTH
485 FT.
HIGH
OVERALL

Meeting FM and TV Needs for WRVB, Richmond, Virginia

● Rising high above the Tideland, this Truscon Self-Supporting Steel Radio Tower helps flash the cream of FM and TV entertainment to a great circle of Virginia audiences. The business end of this slender steel beauty mounts both an R.C.A. 2-section pylon FM antenna, and an R.C.A. 6-section TV antenna.

This outstanding installation emphasizes again the fact that every Truscon Steel Radio Tower is *fitted exactly to its specific location.* Truscon Radio Towers today are operating faithfully under world-wide extremes of weather . . . under almost every possible combination

of temperature, humidity and wind conditions . . . in mountains, deserts, plains and coastal areas.

Truscon engineers are ready now to put their vast experience at your service—ready to design and erect just the tower you need for AM, FM and TV broadcasting . . . tall or small, guyed or self-supporting, of uniform or tapered cross-section. Call the Truscon office nearest you or write our home office in Youngstown. There is no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

"OLD

Exclusive Representatives:

Radio

Albuquerque	KOB
Beaumont	KFDM
Boise	KDSH
Boston-Springfield	WBZ-WBZA
Buffalo	WGR
Charleston, S. C.	WCSC
Columbia, S. C.	WIS
Corpus Christi	KRIS
Davenport	WOC
Des Moines	WHO
Denver	KVOD
Duluth	WDSM
Fargo	WDAY
Ft. Wayne	WOWO
Ft. Worth-Dallas	WBAP
Honolulu-Hilo	KGMB-KHBC
Houston	KXYZ
Indianapolis	WISH
Kansas City	KMBC-KFRM
Louisville	WAVE
Minneapolis-St. Paul	WTCN
New York	WMCA
Norfolk	WGH
Omaha	KFAB
Peoria-Tuscola	WMBD-WDZ
Philadelphia	KYW
Pittsburgh	KDKA
Portland, Ore.	KEX
Raleigh	WPTF
Roanoke	WDBJ
St. Louis	KSD
Seattle	KIRO
Syracuse	WFBL

Television

Baltimore	WAAM
Ft. Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
Minneapolis-St. Paul	WTCN-TV
New York	WPIX
St. Louis	KSD-TV
San Francisco	KRON-TV

Although Old Colonel F&P had 318 years of varied and successful business experience under his belt before joining Free & Peters, his average age is actually just under 40 years!

MEET
D COLONEL F & P"—

Who's Done Everything Except Invent Gunpowder!

FOR 12 years before joining Free & Peters, this versatile old boy ran the darndest combination of businesses you ever heard of. He worked for radio stations and newspapers, managed the radio department of a fine agency, headed up a successful travel company, manufactured automatic vending machines, was associated with the FBI, and did a lot of other things, to boot!

Old Colonel F&P is *all* the men at Free & Peters. He represents a cross-section of successful experience that would be hard for *any* organization to match!

With this backlog of experience, all us F&P Colonels know how to make business sense to business men when we talk about national spot radio and television. *We know how to help make "national spot" more profitable for our customers.*

Ask us for whatever *you* need. We will give you the right answers, in a hurry!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

Radiorama

TRACING NBC's fall publicity campaign which will carry these press members into every state are (l to r) Jack Slocum, Josef Dine, Jack Ryan, Les Raddatz, Sydney Eiges, v. p. charge of press; Sam Kaufman, Warren Cromwell, Ursula Halloran, Michael Dann.

ATTENDING WSJS Winston-Salem luncheon meeting on farm problems are (l to r) Wallace Carroll of Winston-Salem *Journal* and *Sentinel* (WSJS owner); O. F. McCrary, farm agent; Robert C. Estes, WSJS prog. mgr.; Harvey Dinkins, WSJS farm service dir.

TWO funsters, CBS' Arthur Godfrey (r) and Clellan Card of WCCO Minneapolis, test gags from *Card's Cracks*, jokebook being offered to listeners on Mr. Card's WCCO show.

TOMMY REYNOLDS (r), sports announcer for KCOR San Antonio, Tex., interviews Monty Stratton, famed one-legged baseball pitcher, during warm-up broadcast on KCOR.

LISTENERS get behind-the-scenes stories as Harmon Hyde (r), program director of WPJB (FM) Providence, R. I., interviews Arthur Fiedler, conductor of Boston "Pops" Esplanade Orchestra, during broadcast from Hatch Memorial Shell in Boston.

OPENING night of Mae West's "Diamond 'Lil" at U. of Denver Opera House brought out this KOA Denver crew (l to r): Evadna Hammersley, Earl Ferguson, Martha Chapman (dir. Rocky Mountain Radio Council), Bob Petre and Don Allen.

New Business

BLOCK DRUG Co., through its agency Redfield-Johnstone, New York, is preparing spot announcement campaign in radio for Sterakleen, Poslam, Allenru, Omega oil and rub. Approximately 60 markets will be used. Contracts are for 26 weeks.

A. E. STALEY Mfgs. Co., Decatur, Ill., names Ruthrauff & Ryan, Chicago, to handle national advertising for its Sweetose syrups, Cream Corn starch, Cube starch and Sta-Flo starch. Radio is expected to be used.

INDUSTRIAL FEDERAL SAVINGS & LOAN Assn., Denver, appoints Arthur G. Rippey & Co., that city, as agency. Radio will be used with other media. **HARRY A. LAZIER** is account executive.

JOHN F. JELKE Co., Chicago, subsidiary of Lever Bros., starts extensive radio campaign in Southern California to introduce its margarine and salad dressing. Participations have been placed on six shows, five five-a-week and a quarter-hour on *Meet the Missus*, and on three Lever programs, *Aunt Jennie*, *Big Town* and *Winner Takes All*. One-minute spots are being aired in four other markets. Agency is Tatham-Laird, also Chicago. National AM-TV schedules not expected to be drawn before fall.

THE 6TH ARMY, San Francisco, re-appoints Russell, Harris & Wood, that city. Radio will continue to be used along with other media.

R. GERBER Co., Chicago, will use TV and radio in promotion of new product, package containing pop corn and popping oil. Newby & Peron Inc., same city, is agency.

NATIONAL BARGAIN BUYERS CLUB OF AMERICA Inc., Los Angeles (merchandising and distributing organization for releasing mass quantities of liquidated merchandise direct to consumer via mail), appoints Davis-Harrison Simmonds, Hollywood, as agency. Advertising appropriation of $100,000, which includes radio and television, has been approved. **NORMAN G. TYRE** is agency account executive.

PERMA-FIT Co., Chicago, will use radio in promotion of Perma-Fit (plastic strip for permanent denture fit). Agency is Newby & Peron Inc., same city.

ALJOHN Co., Oakland, Calif. (Enduv, new product for prevention of runs in women's hosiery), appoints Elliott, Daly & Schnitzer, that city, as agency. Radio is to be used. **BLAISDELL GATES** is account executive.

ADMIRAL Corp., Chicago, names Kudner Agency Inc., New York, to handle radio, television advertising and public relations.

Network Accounts • • •

ALLIS-CHALMERS MFG. Co. renews *National Farm and Home Hour* for fifth year on full NBC network for 52 weeks from Sept. 10 through Bert S. Gittins Agency, Milwaukee. Program aired Saturday, 12 to 12:30 p.m. CDT. **GEORGE DIEFENDERFER** is NBC Chicago account executive.

PHILCO CORP., Philadelphia, through Hutchins Adv. Co., same city, signs 52-week renewal contract with ABC for continued sponsorship of 9:45-10 a.m. segment of Mon.-Fri. *Breakfast Club*. Contract covers 271 ABC stations, and is effective Aug. 29. This is Philco's fifth year with program.

ELGIN AMERICAN Co., Elgin, Ill. will start *Groucho Marx Show* on CBS Oct. 5, one week later than originally announced.

Adpeople • • •

NORBERT NOLAN, formerly partner in Avery & Nolan, San Francisco agency, appointed copy chief in advertising department of Golden State Co. Ltd., that city (dairy products).

TOM VINNEDGE becomes promotion manager for farm feeds division of Centennial Flouring Mills Co., Seattle.

XUM

Agencies

A. E. MORGAN, vice president of Richard A. Foley Adv., Philadelphia, elected to board of directors. Mr. Morgan has been member of organization since 1930.

FRANK N. RIGGIO, with Dancer-Fitzgerald-Sample, Chicago, since 1944, named vice president of company.

L. C. (Red) HARBOUR appointed account executive for Tim Morrow Adv., Chicago. Mr. Harbour formerly was assistant sales manager for Whiting Corp., Harvey, Ill., and most recently director and sales manager of Comfort Products Corp., Dallas.

DON TOMKINS and **JOHN COLEMAN** join TV section of Campbell-Ewald Co., Detroit. Mr. Tomkins, who has written, directed and produced shows for stage, radio and television, becomes TV production supervisor. Mr. Coleman joins production staff.

EDNA HOEY, formerly media director of Carter Products Inc., joins New York office of Wilhelm-Laughlin Wilson & Assoc., as account executive.

DICK DONALD Adv., Los Angeles, elected member of Southern California Advertising Agencies Assn.

ROBERT R. BURTON, account supervisor at Young & Rubicam, Chicago, supervising the agency's preparation of copy for Advertising Council kit on traffic accidents. National Safety Council is cooperating. Volunteer coordinator for campaign is **WESLEY I. NUNN,** advertising manager, Standard Oil Co. of Indiana.

WILLIAM A. YOELL, formerly head of his own research organization, appointed director of research and marketing at Harry B. Cohen Adv. Co., New York.

C. W. FRANKLIN, for eight years with business department of Puget Sound Power & Light Co., Seattle, elected treasurer of Pacific National Adv., same city.

DON BELDING, chairman, executive committee of Foote, Cone & Belding, New York, named one of ten conference leaders at Merchants and Manufacturers Assn. (Los Angeles) Seventh Annual Employer-Employe Relations Conference to be held in Palm Springs, Calif., next October. Mr. Belding will be assisted by **JACK SMOCK,** vice president of FC&B.

FRANCES H. VAN DEVENTER, formerly with Day, Duke & Tarlton and J. Walter Thompson Co., joins Hewitt, Ogilvy, Benson & Mather as account executive. All are New York agencies.

FREDERICK R. RHODE, former retail appliance sales manager at Montgomery Ward and Co., Chicago, joins creative staff of Fuller & Smith & Ross, same city. He works on Fiberglass account.

INNES HARRIS, commercial supervisor at Young & Rubicam, Hollywood, transferred to New York office in same capacity.

SAMUEL WIEDER, former copy chief of Paul Klemter & Co., Newark, N. J., joins copy department of Lewis & Gilman Inc., Philadelphia.

BILL LIPSEY, who supervised his own accounts for past four years at S. K. Lenby Adv., Chicago, resigns to open his own agency, Bill Lipsey & Assoc., at 64 E. Lake St. Telephone STate 1-0687. Mr. Lipsey is handling prospective radio and television accounts.

WILLIAM R. DUGGY, freelance art director in television for more than two years and staff artist with McCann-Erickson, New York, prior to that, returns to agency as television art director.

CLARA PRENDERGAST, formerly with Time Inc., New York, joins staff of Associated Adv., Los Angeles.

FRANCES KEITH, vice president and executive merchandising counsel of Abbott Kimball Co. of California, San Francisco, has resigned.

JOHN T. LYONS of public relations-publicity staff of Gray & Rogers, Adv., Philadelphia, named publicity director of Junior Chamber of Commerce.

CEDRIC W. TARR resigns as copy director of Buchanan & Co., San Francisco.

LECHE & LECHE Inc., Dallas, Tex., moves to new offices at 1008 Mercantile Bank Bldg., Dallas.

T. J. MULGREW named assistant account executive on Pepsodent at Foote, Cone & Belding, Chicago, where he has worked a year as trainee.

ON THE WASHINGTON SCREEN

THE EVALYN TYNER SHOW—every Friday evening at 10—a half hour of delightful music by "The First Lady of the Piano" and her trio from the beautiful Embassy Room of The Hotel Statler. It's the first regular remote TV show from a hotel and The Washington Post says, "there couldn't have been a happier choice of subject, for Evalyn's style is strictly from her to you, personally."

MONDAY THRU FRIDAY AT 7:00 P.M. IS SERIAL TIME IN WASHINGTON! WMAL-TV's serials are tops in entertainment, tops in ratings, and tops in advertising impact. The serial thriller is reaching **more** men, **more** women, and **more** children than any other show seen in Washington at that hour! Like "Frontier Theater", the serial is breaking all early evening viewing records in Washington!

LAUGHTER, C. O. D. — **Everything** happens on "Laughter, C.O.D." (Thursdays, 10 p.m.) from goat milking to house painting contests. Zany Gil Hodges (above) engineers the antics and awards handsome prizes to his "victims."

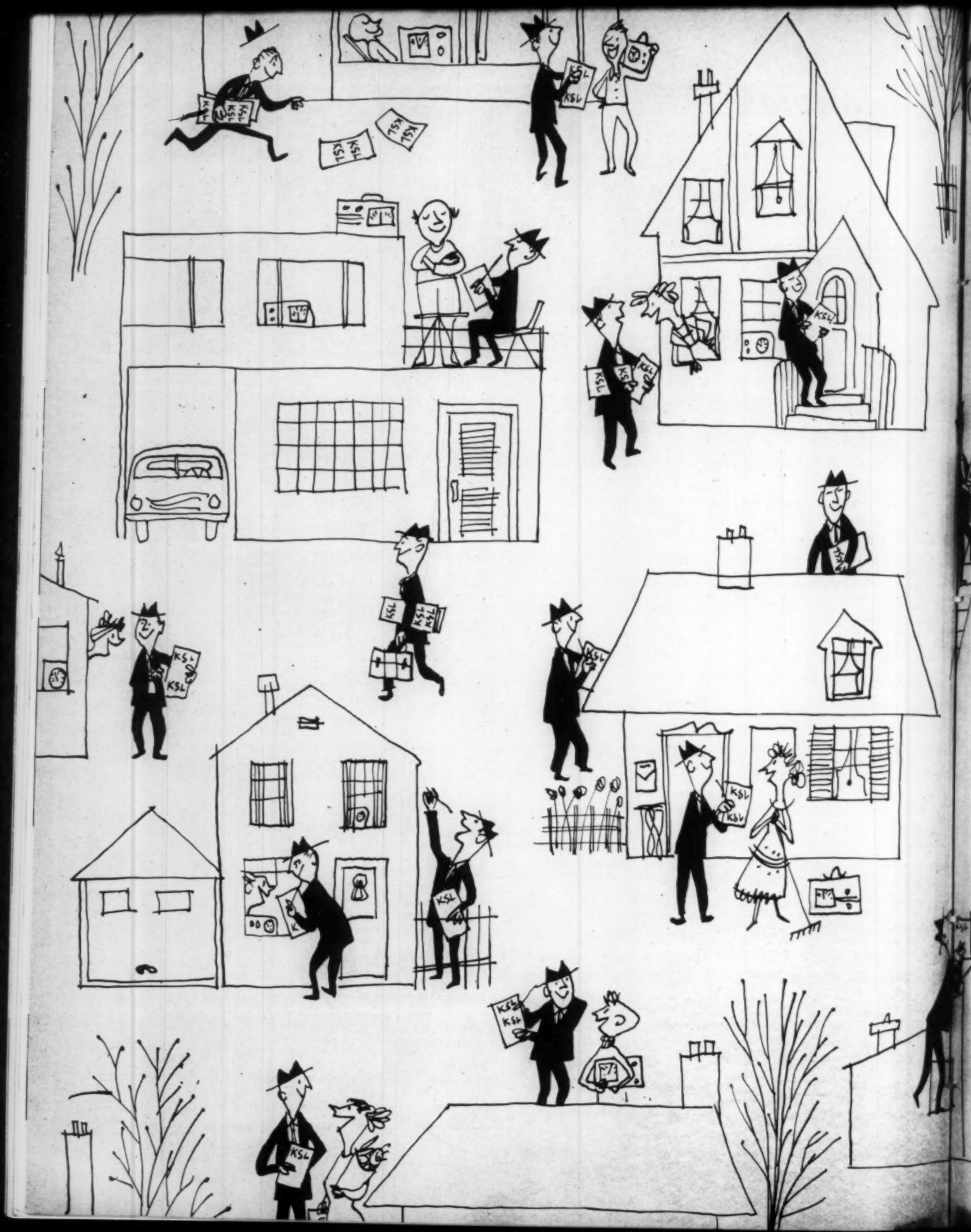
SHIP'S REPORTER—(Tues., Wed., 7:30 p.m.; Thurs. 10 p.m.) Jack Mangan introduces televiewers to some of the world's great luminaries as they arrive and depart by liner or plane from New York. Mangan presents casual, "off guard glimpses"—his interviews are friendly, informative, and personal.

(One minute announcements available within each program.)

WMAL | **WMAL–TV** | WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.



XUM

The listeners had their say...

it's KSL by more than 3 to 1!

KSL — the only 50,000-watt station between Denver and the Pacific Coast — is the first choice throughout 74 county units of Intermountain America.* Has the most listeners during 68.1% of the total 532 quarter-hours of the week. Gets the biggest audience during more than twice as many quarter-hours as all Salt Lake City stations and regional networks combined!

That's what the listeners told Benson and Benson, Inc., when this independent research organization conducted the most far-reaching and thorough study ever made in Intermountain America. This Listener Diary proves KSL is the favorite throughout a quarter-million-square mile market where one million of your customers spend one billion dollars a year.

To make your product the favorite of Intermountain America, buy the listeners' favorite — KSL. You'll find KSL costs less per customer ***than any other Salt Lake City station or regional network.***

*50-100% BMB Audience Area

KSL
50,000 WATTS · CBS
SALT LAKE CITY
Represented by
RADIO SALES

XUM

How Buyers' Market Can Mean Business for Broadcasting

By EDGAR KOBAK
Business Consultant

THE CURRENT series of articles in BROADCASTING on the general subject "How the Buyers' Market Can Mean Business for Broadcasting" has been of extreme interest to me.

I have been looking after grandchildren while vacationing. Grandchildren and salesmen have a lot in common—they usually are inclined to do what is fun and what might irritate parents and bosses—not sticking to the main job of being good boys. But they all want to be good.

So on this hot and humid Sunday afternoon back in New York where we are keeping out of crowds and traffic, I take my Hermes on my lap and will knock out a few points that may help those who are held responsible for getting business.

There is nothing new in the list—some have been written by others, I am sure, and some points will be recognized by many of the men and women who have had to work with me in recent years while we were driving for business.

What would I do if I were a salesman fighting for business—now that the transom business has slowed up to a slight breeze and it takes selling?

'What I Would Do'

Well, I would do some of the following. I would look on my job as though I were in business for myself. Being in business for yourself is a real challenge these days. You have to set up some pretty high goals. You have to plan ahead, so that you can make ends meet at the end of the month, in a business way. In a personal way, you have to think of such things as taking care of your family, stepping up your income, getting ahead financially, and, of course, proving to yourself that you can do a good job.

I would tell myself that regardless of the cooperation I get from my associates and the industry activities such as BAB, that in the end my success depends on my own efforts and how well I ran my business. Here are a few things I would want to do to insure the success of this business of mine:

1—I would go over my prospect list, revise and organize it, and check with the mailing list to make sure that *all* the right people are included. I would analyze each prospect, get to know him and his business, and I'd work to serve him.

2—I would find a reason (or even an excuse) to write each prospect about once a week—about new programs, coverage improvements, cost data, comparative data with competition and other media. I'd keep him posted on my organization and build myself into his confidence by sending him sound and honest material. I know that if I owned my own business, I would do just that.

3—I would make it my business to call regularly on all important people in the companies which are my prospects. (My clients, too.) Particularly I'd cultivate the men who can say "Yes."

Listen to Programs

4—I would to listen to all programs, sustaining and commercial, and get to know just what is on the air.

5—I would listen to as many recordings as possible of shows that we have for sale, but are not on the air.

6—I would use all of the people in the organization to help me in my sales work. And be ready to thank and praise them for their help.

7—I would sell time by selling programs.

8—I would plan each day's work the night before.

9—I would plan each week's work during the weekend.

10—I would set for myself definite goals and then check up on myself to make sure that I was meeting the challenge.

11—I would make it a point to visit with the people in all departments of my company—network or station—to find out what goes on that is new—looking always for ideas and information that would help me in my selling.

Read Trade Press

12—I would read the trade press—not only the radio but the advertising books—and other trade papers, too.

13—I would read the financial pages of at least one metropolitan daily every day.

14—I would make a check of most of the general magazines and women's magazines to get a line on the advertising done by my prospects, or concerns that I would want as my prospects. If I were a local salesman, I would study advertising done in all local media—even the Red Book.

15—I would make it a point to go over my work with my sales executive as often as possible, and get the benefit of his advice and help. I would get him to make calls with me.

16—I would write my own presentations, at least outline them get my facts marshalled together, and then if we have a promotion department let them finish the job. I know that in preparing my own presentation, I'll understand it better, and this will help me to make a sales impression.

17—I would take lessons in public speaking. This is important. Even though you may never be called upon to make a speech, you are called on to talk to small groups in advertisers offices and in agencies. I wouldn't try to be a salesman if I couldn't get up and tell my story. I'd learn to speak clearly without putting my hands in front of my face and without stuttering.

18—I would get started early, waste as little time as possible and stop wasting the time of my associates. (They don't buy time.)

19—I'd make each lunch hour count, and I would arrange my evenings to be with clients and prospects.

20—I would make it a point to give presentations to prospects and advertisers as often as possible, just to make sure that they get our story, and to keep in practice. The buyer's memory is short—keep telling him to repeat his story to your audience.

21—I would make sure that I believe in advertising, in broadcasting, and particularly in the particular network or station that I am representing.

No. 7 . . . The Consultant

22—And I would be relaxed at all times. Relax your prospect—they can't buy when they, or you, are tense.

23—I would stop hanging around the friendly accounts. You waste the time of the man already sold as well as your own.

24—I would put my heart in my job the way you do when you work at golf, gin rummy or even red heads.

25—I would use ideas, imagination and strategy in selling. The real inside secret of selling is making calls. No matter how smart you are the prospect won't know what you know unless you call on him and write regularly.

Readers, there are many more items that can be added to this list! You go to work and add a few—then make them work. This will help you to enjoy the rewards and satisfaction that come from doing a good job.

There can be a recession, but a good hard working and hard hitting salesman can make his territory just the opposite of recession. When the buyer says "No," the selling begins.

THERE'S nothing Ed Kobak would rather do than develop sales plans and help others carry them out. He's spent much of his life in that role and those who have competed with him in the pursuit of sponsorial contracts can testify eloquently as to his success.

Mr. Kobak is a believer in careful planning, hard work and some 25 assorted variations on these themes. They carried him from high posts at McGraw-Hill to an ABC sales vice presidency in 1934; a vice presidency at Lord & Thomas; then back to NBC as Blue executive v.p.; and finally in 1944 to MBS where he served as president until last spring. He now operates a business consultant's office at 341 Park Ave., New York.

This is the last of a series of seven articles by a representative list of industry executives familiar with the problems of selling and how to go about solving them.

Mr. KOBAK

* * *

All seven of the "How the Buyers' Market Can Mean Business for Broadcasting" series are being printed in booklet form. Send for your free copy. Additional copies may be obtained at a nominal charge. Address BROADCASTING, "Business for Broadcasting" Series, 870 National Press Building, Washington, D. C.

YOU MIGHT CAST A TROUT FLY 183 FT.*—

BUT . . . YOU NEED WKZO-WJEF TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO and WJEF catch the biggest audience, the best list of advertisers and the greatest *results* in Western Michigan. Both get *top Hoopers* in their respective cities. WKZO gets a 58.4% Share of Audience in Kalamazoo, and WJEF gets 26.8% (Total Rated Periods, Mar.-Apr. '49).

Furthermore, BMB figures show that this strong combination's rural coverage is just as impressive as its urban.

But, best of all, WKZO-WJEF are available at a combination rate that costs less than the next-best two-station selection in our two markets.

Write us or Avery-Knodel, Inc. for all the proof of how we deliver about *40% more Western Michigan listeners, for 20% less cost!*

** Dick Miller of Huntington Beach, California, holds this world's record.*

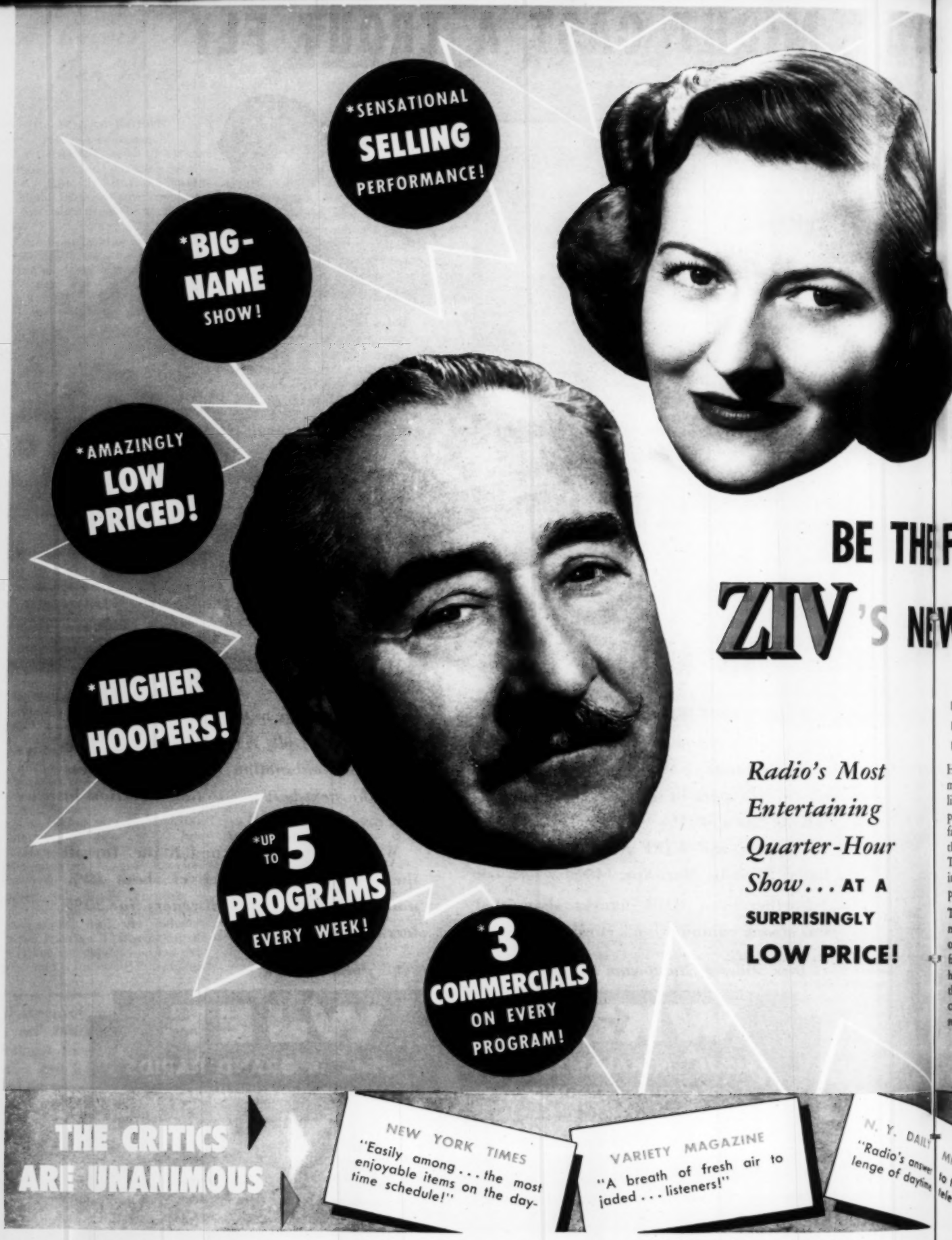
WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES


*SENSATIONAL SELLING PERFORMANCE!
*BIG-NAME SHOW!
*AMAZINGLY LOW PRICED!
*HIGHER HOOPERS!
*UP TO 5 PROGRAMS EVERY WEEK!
*3 COMMERCIALS ON EVERY PROGRAM!
BE THE F
ZIV'S NEW
Radio's Most Entertaining Quarter-Hour Show... AT A SURPRISINGLY LOW PRICE!
THE CRITICS ARE UNANIMOUS
NEW YORK TIMES
"Easily among... the most enjoyable items on the day-time schedule!"
VARIETY MAGAZINE
"A breath of fresh air to jaded... listeners!"
N. Y. DAILY
"Radio's answer lenge of daytime

"MEET THE MENJOUS"

THE FIRST TO GET THE STORY OF NEW, SMASH-HIT, 1/4-HOUR SHOW!*

IT'S THE SENSATIONALLY SUCCESSFUL ANSWER TO YOUR DEMAND FOR A HARDER-SELLING PROGRAM!

Here's today's most refreshing, most informal, most informative show! Here's today's new listening habit—"Meet The Menjous." It's paying off for sponsors with bigger audiences, faster sales, greater profits—at lower cost! That the public prefers the new and exciting "Meet The Menjous" technique is evidenced by the instant and sensational success of this power-packed program wherever it is running!

There's magic in the MENJOU name—sales magic that enables your sponsors to capitalize on their fame. The readily-recognized Menjou faces—publicized by powerful promotion on hundreds of great Hollywood movies—lend themselves perfectly to hard-selling, localized campaigns that are hitting the jackpot for result-minded sponsors!

"MENJOU" NAME IS OPEN SESAME TO BIGGER AUDIENCES AT LOWER COST!

The combination of the increasingly popular "Meet The Menjous" programming technique, plus the terrific nation-wide acceptance for the big, box-office "Menjou" name accounts for the instant success of this sensational program! Listeners are impressed with the glamour and magic of Adolphe Menjou and Verree Teasdale Menjou—regard them as America's most happily married Hollywood couple—consistently tune in to them because they represent today's most vital and charming sounding board of American folk, fact, and fancy.

TAILORED TO SUIT REQUIREMENTS OF:

- DEPARTMENT STORES
- DRUG CHAINS
- GROCERY CHAINS
- STATIONS (for participation sponsors)

...AND MANY MORE!

Adolphe Menjou and Verree Teasdale have terrific and continuing appeal for housewives.

They talk about movie greats and music—fashions and food—teen-agers and travel—problem parents and pets—a host of headline topics!

Peter, their 12-year old son, completes the family group. Their charm and personality, their keen and humorous discussions, keep audience interest at a boiling point.

N. Y. HERALD TRIBUNE
"Conversation has been given a shot of unexpected adrenalin!"

DAILY MIRROR
to the chat-television!"

XUM

"The Pay-Off" is PEOPLE!

WMBD's consistently high Hoopers . . . 22-year experience in the rich Peoria market . . . increased power . . . FM at no extra cost—they're all important, but it takes PEOPLE to put a station 'way out in front and keep it there!

PEOPLE at WMBD make up a winning team that has established WMBD as the biggest attraction in Peoriarea despite five-station competition.

These WMBD staff members are specialists. With years of broad radio experience, special training and individual skills. The result: PEOPLE who know how to interest, entertain and SELL Peoriarea.

In the twenty years in which WMBD was the only Peoria station, they developed the listening and buying habits of this rich area!

WMBD DOMINATES Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM

See Free & Peters

CBS AFFILIATE
AM 5,000 watts FM 20,000 watts

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Real Industry Job'

EDITOR, BROADCASTING:

Your series on "How This Buyers' Market Can Mean Business for Broadcasting" is one of the most outstanding things ever done by any trade publication. I sincerely hope that reprints are available. . . .

Every article seems to get better and better. I swear as I read each particular one, I say, "This is the best yet," only to revise my estimate when the next issue comes out.

It's a real industry job. . . .

Frank E. Pellegrin,
National Sales Manager
Transit Radio Inc.
Chicago

[EDITOR's NOTE: Thanks. We hope all readers will find this series useful. A reprint in booklet form is available free to those interested. Extra copies may be obtained for a nominal charge. Address BROADCASTING, "Business for Broadcasting" series, 870 National Press Building, Washington, D. C.]

* * *

Consistent Reader

EDITOR, BROADCASTING:

Since entering the radio industry in 1935, I have been a consistent reader of your fine publication and consider it to be a primary source of information on progress and developments in radio, television and allied fields.

Bill Welsh
General Manager
Allied Adv. Agencies Inc.
Los Angeles

* * *

Story Gets Results

EDITOR, BROADCASTING:

I want to thank you for the wonderful story you gave me in your magazine. Just about the same time that this story appeared we sent out a circular letter to all television stations telling them about our plan. You may be interested to know that more television stations wrote in as a result of your story than because of our circular letter.

By Friday following the Monday the story appeared I had over 20 letters from television stations referring to the story in BROADCASTING and asking for preferential position on key station status. . . .

Samuel H. Cuff
Retailers Television Film Service Inc.
New York

* * *

A Monday Ritual

EDITOR, BROADCASTING:

. . . I know it is a Monday morning ritual with me to read BROADCASTING as one of my first duties to keep up with the activities in the industry. . . .

Thomas Velotta
Vice President
American Broadcasting Co.
New York

* * *

'Ham' Praises Stand

EDITOR, BROADCASTING:

Let me congratulate you on another fine editorial!

Of course I am referring to "Hams & Bad Eggs" in the Aug. 8 issue of your fine magazine. As one of the more than 60,000 "Hams" in the United States, let me thank you for the stand you have taken.

Amateur radio, as a hobby, will fast disappear if the federal government tries to "blueprint" our existence. Amateur radio is far too important to the life blood of the nation to have some ill-advised government employe throw the "monkey wrench" into the "works."

Gerald D. Coleman
Chief Engineer
WBUT-AM-FM
Butler, Pa.

* * *

Face Competition

EDITOR, BROADCASTING:

The question is asked over and over, will television hurt AM broadcasting and if so, how soon?

Personally, I think it will hurt some markets very soon and others perhaps later. One of the surest ways of letting television dig into the AM revenue is for a station to have poor enough sales management to get afraid of competition or declining business and cut rates.

When AM cuts rates, advertisers underestimate the value of the finest advertising medium. Psychologically speaking, if it is not worth contract then there must be a better medium.

Every time a salesman cuts under his rate for anyone, it encourages the advertiser to bargain with the station at every opportunity. Then as soon as there are enough advertisers looking for bargains, the station finds that they have to take anything that they can get for their time. Consequently, they find themselves losing money very fast. This is when production begins to drop. After production drops, circulation drops, the listening public will decide that they need something more entertaining—the clue to the question will be a television set. So you can plainly see that television would be the successor to AM broadcasting unless sales

management becomes better than it is today in many markets.

Don't let competition of any description make you cut rates, instead I think it is wiser for competitive stations to agree on a new rate card even if the rates fall far below present rate card terms.

Sales management plus promotion management will have a great bearing on whether AM will last or television will take over.

Jas. B. Childress
General Manager
WOXF Oxford, N. C.

* * *

Removing Barriers

EDITOR, BROADCASTING:

I have noticed several news articles in BROADCASTING recently on the subject of discrimination against Negroes in radio.

WDIA in the past eight months has done a great deal toward removing the barriers which have traditionally confronted members of the Negro race, particularly in the southern sections of the country. . . .

We have three Negroes as full time members of our staff, and devote approximately 75% of our time to programs particularly appealing to Negroes. . . .

Bert Ferguson
Partner-Manager
WDIA Memphis

* * *

More On Liquor Ads

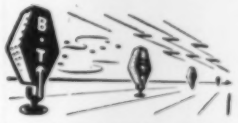
EDITOR, BROADCASTING:

. . . I was very pleased with your editorial entitled "Beware The Hangover!" It is a very timely and sound warning, which I hope will be heeded by both network and station executives. In my opinion, even the discussion about taking hard liquor ads certainly is sowing the wind, and sure to reap the whirlwind, if the networks on their owned and operated stations should break the ice and accept hard liquor advertising.

Perhaps in the big cities broadcasting officials may be misled by a more "liberal" viewpoint on hard liquor advertising; but in the rest of the country, it would stir up an avalanche of criticism and action that would make radio feel like it had been hit in the face with a bulldozer. Certainly, business is not so bad that we have to compromise our standards to that extent.

Campbell Arnoux
President
WTAR Norfolk, Va.

Milestones



► This month marks the silver anniversary of WFBG Altoona, Pa., owned and operated by the Gable Broadcasting Co. Going on the air 25 years ago, with 100 w power from the second floor of the Gable store, WFBG today is affiliated with NBC and has modern headquarters on the fourth floor of the Gable Arcade. In 1947, an FM station, WFBG-FM, was added. During the war activities WFBG was cited by the U.S. Navy, V.F.W., American Legion and Disabled Veterans of the World War for outstanding service to community and nation. The station also has been given awards by the American Cancer Society and the Treasury Dept. Jack Snyder has been manager of WFBG and WFBG-FM since 1947. On a special anniversary program, George P. Gable, president of Gable Broadcasting Co., expressed pride in the station's past and confidence in its future.

Mr. Gable

Mr. Snyder

► Russell Naughton, chief announcer of WDRC Hartford, Conn., is celebrating his seventh anniversary with the station this month. Mr. Naughton joined WDRC in 1942, and later served with the Air Force for several years.

► Grace Jean Beck, traffic manager for KWK St. Louis, has celebrated her 20th anniversary with that station. Miss Beck started working with KWK as a pianist for auditions and secretary to the program director. Since 1942 she has been in traffic exclusively.

► Eleanor Nickerson, secretary to Franklin M. Doolittle, president of WDRC Hartford, Conn., is observing her 13th anniversary with the station. Miss Nickerson, who also is chief bookkeeper of WDRC, joined the CBS outlet in 1936.

► Singing of hit numbers of 1924 was one feature of the celebration of 25th anniversary in radio by Walter Preston, m.c. on *Show Shop* program for WOR New York. Mr. Preston has been with *Show Shop* for past six years.

► Eddie Edwards has marked his 20th anniversary with KMBC Kansas City, Mo. Mr. Edwards does character roles and produces *Brush Creek Follies*, *Rhymaline Time*, and *Of Health and Happiness*. A fourth show, *Lucky Corners*, is produced by Mr. Edwards over KFRM, KMBC's affiliate station for Kansas.

Don't do anything until you hear from Lang-Worth!

Watch for announcement of Lang-Worth's amazing NEW transcribed music library—a revolutionary development in the field of sound reproduction!

LANG-WORTH
feature programs, inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

WINNSBORO, LA.

The JITNEY QUIZ is whammin' 'em on KMLB! McLemore's Jitney Jungle, Winnsboro, La. . . . 40 miles from Monroe . . . Northeastern Louisiana's largest independent grocery, has renewed the show! Another satisfied sponsor agrees

KMLB is the No. 1 sales voice of Northeastern Louisiana

1440 KC **KMLB** 1440 KC

Monroe, Louisiana

5000 Watts Day 1000 Watts Night

Affiliated with
American Broadcasting Company
Represented by
Taylor-Borroff & Co., Inc.

KMLB-FM—17,000 Watts—Now Operating Full Time!

Mr. Max Tendrich
Weiss and Geller, Inc.
New York City, N. Y.

Dear Max:

I'm a doggoned good janitor, but there's some thin's I jist cain't git through my head! I've been noticin' th' news machines here at WCHS and some of th' thin's jist don't add up. F'rinstance, t'other day some feller said thet unemployment was on th' upgrade and thet folks was agittin' jittery. Then I reads a little further an' I notices thet more people is a-workin' now'n last year! I hears a lot 'bout a recession er sumpin' an' then I notices thet our department stores in Charleston is a-sellin' more'n last year! Looks ter me like folks has got money in their pockets and thet they'll spend it when somcone tells 'em what he has ter sell. Sounds like a nacheral job fer WCHS in West Virginny, don't it Max?

Yrs.
Alay

WCHS
Charleston, W. Va.

Feature of the Week

MEANING money for the winner and considered an extremely successful promotion idea is a weekly contest now being used at WBTM (AM-FM) Danville, Va.

Mr. Guyer

Contest is based on the statement, "I buy and save in Danville because ....." answered in 25 words or less. Fifty dollars in savings bonds is being given away every week for four weeks.

Pointing out that contest is not a lottery, WBTM General Manager R. Sanford Guyer says the program is offered only to present or past clients of WBTM.

He says: "We sell the merchant a packaged deal. Merchants get four 75-word spots to run on a given day for four weeks. These four broadcasts for each merchant will be presented at the same time each week for four weeks. Their commercials will be read, and they will be mentioned in the closing of the program as a business establishment where contest forms may be obtained.

"Programs will be presented by WBTM every day Monday through Friday at 10:45 to 11:15 a.m. and 4 to 4:30 p.m.—one hour per day for four weeks.

Mr. Guyer says that the merchant also will be mentioned in large newspaper ads which will precede opening of the contest. And there will be a continuous ad in the local newspapers every day promoting the theme, "Buy and save in Danville."

Another point Mr. Guyer mentions is that all commercials for the various merchants will tend to show why people can buy and save in Danville.

"Every commercial will be directed toward this theme," Mr. Guyer said.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

During the past 4 years, 30 new industries have located in JACKSON, MISSISSIPPI, bringing the city's total to 190 plants. Manufacturing 300 different products, these industries help to maintain a record population with a vastly increased per capita buying income. WJDX and WJDX-FM offer you the most complete coverage of this attractive market—at 1939 rates!

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

On All Accounts

MOST PEOPLE, upon completion of their formal education, feel that they need at least a few weeks to rest up from the rigors of enforced learning before launching out into a career.

Not Arthur William Gudelman. Two days after graduation from Hollywood High School in 1927, Art, complete with the knowledge of an advertising course he had taken, took a chance and applied for a job with Logan & Stebbins agency (now Barton A. Stebbins Adv.), Los Angeles. It was a good try. He's been with the agency ever since.

Starting in the production department, and later advancing to space and time buyer, Art today is assistant to Barton Stebbins, present agency owner, and account executive on Signal Oil Co., Los Angeles, account. Sponsor of high-rating CBS *The Whistler* program, the oil firm spends in excess of $200,000 yearly on radio.

ART

Now a loyal Californian, Art was born in Quincy, Ill., in 1907. He had little time to absorb the cultures of the Midwest, however, for when he was two years old, the Gudelmans moved to Los Angeles, where he has been ever since.

In 1932 he cemented relations with Canada when he married Ursula Smythe. She had been in the United States about three years when they met. Sharing the board at their home on the outskirts of Glendale are Kathleen (Pinky), 16; and Arthur William Jr., 10.

The location of his home—within niblick shot of Oakmont Country Club—accounts for his chief hobby, golf. Recent winner of a 4A tournament, Art's a 14 handicap golfer.

In the realm of clubs, Art is currently chairman of Southern Calif. Chapter, 4A's Radio Time Buyer Committee; and past member of Chapter's board of governors. He chairmaned the first of the annual 4A examinations for those wanting to break into advertising.

Extracurricularly, Art is business manager for an active little theatre group, which lets him turn actor every once in a while. The group usually puts on two or three plays a year for the public, in addition to monthly workshops at his home.

And on Tuesday nites, Art can be found "swinging his partner" in the weekly square dances held on his badminton court.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

memo: to radio stations

anywhere in the united states:

We offer rights in your area to broadcast play-by-play all games of Philadelphia Eagles, champions of the National Football League. Famous announcer, direct from field. For all information, call at once:

Jack Rensel, Locust 4-3526, Philadelphia.

SPORTS BROADCAST NETWORK, Room 701-702, Weightman Building, Phialdelphia 2, Penna.

---

sports broadcast network, room 701-702 weightman bldg.
philadelphia 2, pa.

NEW
in your sales picture

WDEL-TV, an effective new voice. The *only* television station located in this important market area. The WDEL-TV audience is growing rapidly thanks to NBC, DuMont and other network shows, local programming and a clearer picture. Scores of advertisers are now finding this a profitable sales medium.

Operated by WDEL, Inc., established 1922

WGAL-TV, television's initial service in this prosperous market. It offers advertisers their first opportunity to show their products, to talk about them to the residents of this thriving area. WGAL-TV is serving an amazingly large audience with local shows and NBC, CBS, ABC and DuMont programs.

Operated by WGAL, Inc., established 1922

Represented by

STEINMAN STATIONS

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATES

BROADCASTING
TELECASTING

Vol. 37, No. 7 WASHINGTON, D. C., AUGUST 15, 1949 $7.00 A YEAR—25c A COPY

BASEBALL BROADCASTS

Justice Dept. Showdown Looms

By RUFUS CRATER

A SHOW DOWN LOOMS in the Justice Dept.'s probe of organized baseball's broadcasting policies which may drastically open up the field for play-by-play broadcasts of both major and minor league games throughout the country.

This prospect was seen last week on the evidence of Justice Dept. negotiations with both baseball spokesmen and the radio stations which have protested baseball's tight control over the airing of games [CLOSED CIRCUIT, Aug. 8].

The tenor of the negotiations makes clear that high department officials consider some of baseball's fundamental practices on broadcasting and telecasting rights to be obvious violations of the anti-trust laws, including the policy of awarding World Series rights to a single network and perhaps also the arrangements for Western Union play-by-play service. It also indicates that baseball spokesmen are prepared to relent, though not to abandon existing policies completely.

Probe in Second Year

The investigation initiated on complaints of which that of Radio Attorney Frank U. Fletcher, co-owner of WARL Arlington, Va., was among the first, has been in progress within the department for almost two years [BROADCASTING, Oct. 6, 1947; Aug. 2, Dec. 13, 1948; Feb. 14, May 23]. Other stations which have reported difficulties in securing play-by-play rights, and in at least some instances have filed complaints, include WISR Butler, Pa.; KHMO Hannibal, Mo.; WSAY Rochester; WDXB Chattanooga, Tenn.; WDIA Memphis; KLIF Dallas; WATL Atlanta, and WSOY Decatur, Ill.

The views reached by Justice officials were revealed in two conferences a short time ago with attorneys for Baseball Commissioner A. B. Chandler. The department has maintained its customary official secrecy on progress of its studies, but details of these sessions were learned by BROADCASTING on high authority last week.

There were several indications aside from the tone of the conferences which indicated the case is nearing the final stages.

One was the high level of authority represented at the conferences. Justice participants at one or both of the sessions included Assistant Attorney General Herbert A. Bergson, head of the Anti-Trust Division; Holmes Balbridge, chief of the Litigation Section; George B. Haddock, Mr. Balbridge's assistant, and James Browning, another assistant who has been detailed to baseball work. Counsel for the baseball commissioner included John Lord O'Brian of the Washington law firm of Covington, Burling, Rublee & Schorb, of which Secretary of State Dean Acheson is a former member.

Another indication of early developments was seen in letters sent by the department early this month to stations which have filed protests. Implying that a consent decree may be in the offing, the letters ask the complainants' views on a plan limiting the extent of various clubs' control over the broadcast of games of other clubs. Despite this evidence of the department's view that existing practices are restrictive, leaders of the opposition feel the suggested plan itself would have no practical value and are preparing to fight it.

It appeared almost certain that the first two Justice-baseball conferences would be followed by another, or perhaps several others. Counsel for Commissioner Chandler reportedly were assured that the department would respect an "understanding" between Mr. Chandler and Attorney General Tom Clark to the effect that no suit would be filed until the Commissioner had been notified and given a chance to be heard. It was understood this is customary procedure in such cases.

Exploratory Session

The first conferences, on April 7, was an "exploratory" session from the baseball representatives' standpoint. They made clear then that they represented not the leagues or clubs but the commissioner, and that their interest was in helping him administer the affairs of baseball. The follow-up meeting, on June 2, canvassed the problem in greater detail. At that time, BROADCASTING learned, department officials pointedly challenged the legality of several practices of the clubs and leagues.

The chief of these, and apparently the source of most of the other practices which have aroused complaints, was the major leagues' Rule 1 (d). This prohibits the broadcast or telecast of any major league game in any city without the consent of all major and minor league clubs in that city and within 50 miles.

Said to Be Restraint

Justice officials branded this a clear restraint of interstate broadcasts and telecasts—and therefore a restraint of interstate commerce and in violation of the anti-trust laws. They were adamant in their view that some amendment of this rule is essential, despite the baseball lawyers' attempt to break down the department's legal theory and their insistence, also, that many and perhaps most minor league clubs would go out of business if major league games could be broadcast and telecast—especially telecast—in their home communities while they themselves were playing.

The plan subsequently circulated by the department to protesting stations reflects an attempt to compromise on this point. The

(Continued on page 67)

McFARLAND BILL

Approved by Senate

HOPES for adoption of the McFarland Bill (S 1973) at this session of Congress were boosted last week as House Interstate Commerce Committee leaders promised early study of the FCC reorganization measure following unanimous Senate approval on Tuesday.

"If the bill proves to be merely procedural and non-controversial, as I have been informed," Committee Chairman Robert Crosser (D-Ohio) told BROADCASTING, "the chances are that a hearing would not be necessary and we could report it out in one meeting."

That meeting, he reported, may be held early this week. He said he would assign the bill to staff members "to sound out their sentiment" on it and get a report before the meeting.

He thought it may not be necessary to refer the measure to the Commerce Subcommittee on Communications, headed by Rep. George Sadowski (D-Mich.), though he said this question has not been decided.

If a hearing is held, authorities thought it might be a brief session, possibly consuming no more than a day. The Senate Commerce Committee heard witnesses for two days before evolving and approving the revised version which the Senate adopted without change last Tuesday [BROADCASTING, June 20, July 25].

Sen. E. W. McFarland (D-Ariz.) wrote the bill as a non-policy, non-controversial measure in hopes of enactment at this session to speed FCC action on its workload, promote personnel stability by increasing the salaries of Commissioners and key executives, and clarify the respective rights and responsibilities of FCC and applicants. The Senate Committee, reporting it out, said that as revised it had the "unanimous approval" of broadcasters who participated in the hearings and FCC approval of "the majority of its provisions."

The bill is the first major communications legislation to pass the Senate since the Communications Act was adopted in 1934.

But even with prompt House committee action, final passage at this session would depend, in the view of observers, upon (1) the time element, and (2) the absence of major opposition.

Time Element

Congress is hopeful of adjournment by early or mid-September at the latest. But the House has got its affairs into relatively good condition, so that observers felt the time element need not be too great a deterrent once the measure reaches the floor.

Rep. Crosser, however, noted that his committee is "overjammed," which could mean that a hearing, if one is deemed necessary and particularly if opposition de-

(Continued on page 69)

XUM

How's Business?

Economic Health Shows Improvement

By ROBERT LUCE

MOST people who watch the business situation are pleased and surprised by the definite improvement in our domestic economic health.

We've been out on a limb on this point—generally hopeful that the scare headlines weren't the whole truth about our economic position. Though the nation is certainly undergoing some vital economic changes, we'll still hold to our belief that a disastrous depression won't occur in any immediate future.

For the first time in many months, some of the important business measures have stopped dropping—and have risen slightly. This in itself is enough to distinguish our current business dip from any former depression.

Personal income was reported last week at a level 2.6% above the first six months of 1948—the nation's best-ever business year!

Included in the increase of income was the total paycheck of factory workers—the first time since last September that this has happened.

The stock market has climbed steadily in recent weeks—a possible indication that businessmen are casting off some of the early pessimism of 1949.

Employment Up

Production is no longer dropping off, although it is still moderately below the level of last year. Employment in manufacturing industry has increased.

Although unemployment has reached a high level—employment, too, has reached its highpoint for 1949. This apparent paradox results from the fact that many more people are in the labor force than ever before.

Total employment in June was 59.6 million compared to 61.2 million in June of 1948. Of this total, about 50 million was non-agricultural, and the rest agricultural. Total number of persons out of work was 3,778,000—the highest number of unemployed since early 1942.

This is a cloud on an otherwise bright business sky. It cannot be permitted to continue for long—not only because of the privation it causes among untold numbers of families—but also because such a large number of persons out of work is a considerable drag on the total vitality of the economy. It's an economic loss.

The other major dark spot in the economic picture is in a foreign sky—but might travel fast to our own. There are indications that in spite of ERP, the recovery of Europe and reconstruction and expansion of other parts of the world is not going ahead as well as we had hoped. Britain's crisis is not a singular one—other nations of Europe are finding it more difficult to buy from us at the rate necessary to sustain our own economy and theirs.

Wage Controversy

At home, the controversy about wage increases has not yet been resolved.

At this stage in the readjustment of the economy there are two proposals—one by the CIO through its Nathan Report, another by the Chamber of Commerce—through its president, Herman W. Steinkraus.

Very briefly, Mr. Nathan argues that the best way to sustain prosperity is to increase purchasing power by maintaining and increasing wage rates, while holding the price level steady. He says the worker's real income hasn't changed since 1946—and that it must increase in order to maintain full production and full employment. (See Chart.)

Sees Continued Sales

In this way Mr. Nathan believes business will profit in continued sales, a possibly lower profit margin, and the economy will continue to prosper.

Business says wage raises increase prices; that some industries can't pay higher wages; and that wage raises by those industries that can pay are unfair, because they give some workers an advantage over others.

Mr. Steinkraus and Mr. Nathan do agree on one point—that the most desirable way to increase the buying power of most people is to lower prices. The only difference is that Mr. Steinkraus thinks business will move quickly to adjust its prices to meet the market, while Mr. Nathan argues that it won't.

Mr. Nathan:

Interestingly enough, many of those who urge price cuts rather than wage increase do not practice what they preach. . . . Wage raises can raise the buying power of workers more substantially and quickly than creeping price declines.

Mr. Steinkraus:

Higher wages for a few and higher prices for the rest is not the answer. While prices were going up, wages had a hard job keeping up with them. While prices are falling, wages are not taking corresponding reductions, and purchasing power is thus increasing.

What it amounts to is that both seem to accept the necessity for a better ratio of wages to prices to keep the economy going—but Mr. Steinkraus says it will come as prices adjust themselves, and Mr. Nathan says labor will have to go out and fight for wage increases to improve its position.

We've heard both present their arguments, and both are sincere in their positions. Each has a sense of responsibility to the public. They differ in fundamental approach to economics.

The truth of the matter is that some industries will grant wage increases, other industries will cut prices—and a lot of industries will go along on a stable basis for the remainder of the year.

Buying Still Heavy

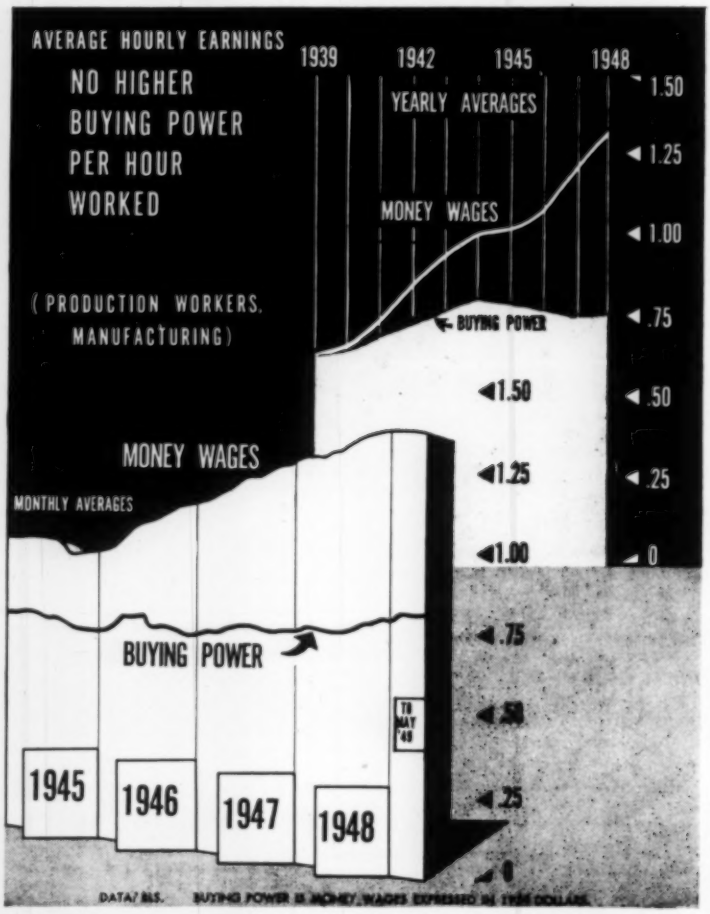
Meanwhile, the people who buy goods and support all economic activity are still buying heavily. Retailers who have rushed to get rid of inventories now find they are having to stock up again to satisfy consumer demand. As they do, it raises the level of industrial production.

The level of retail sales is below that of 1948, of course, but moderately below. Retail trade in independent stores is only 1% below last June. Department store sales are off about 10%.

We're still of the opinion that this economy is, on the whole, healthy. True, it's supported heavily by ERP and military aid, and by veteran's payments, unemployment insurance and other payments to the public. True also that there is a need for a lower price level to increase purchasing power all along the line. In the absence of a major drop in the cost of living, some wage adjustments may have to be made.

Yet we've been through about nine months of decline—and longer than that in some industries—and it hasn't crashed into a depression. Business sentiment is more hopeful. We think its optimism is justified.

• • •



FROM: "A National Economic Policy for 1949" by Robert R. Nathan Assoc.

THIRD NARBA

Dark Clouds Seen on Southern Horizon

By J. FRANK BEATTY

THE FATE of billions in broadcast and other electronic investment will be at stake this autumn when envoys for North American nations convene in Montreal Sept. 13 to draw up a third NARBA.

Prospect of a quick and congenial settlement of inter-nation broadcast problems is not too bright, judging by views of industry and government spokesmen who will handle Uncle Sam's end of the diplomatic foray.

The concluding meeting of the joint U. S. preparatory committee has been called for Aug. 29 by the committee chairman, Rosel H. Hyde, member of the FCC. The committee was formed last Dec. 7 to aid in preparing the U. S. proposals and to advise the U. S. delegation.

Those close to the NARBA situation are worried. They see a series of danger points as they scan the southern horizon and wonder what Cuba and Mexico are going to ask. They know the two nations will ask a lot but they haven't any definite data because the countries failed to submit their demands last May, as requested by Canada, the host nation. The U. S. position was made clear, as far as possible, in time for the mid-May deadline, but other countries have preferred to act coy and not let the U. S. know their plans.

A complete upsetting of the broadcast band can occur if the two Latin nations come in with heavy demands, and play hard-to-get when the actual dickering gets under way.

Should the conference end in an impasse, the end result would be an electronic battle royal, including split frequencies, with Uncle Sam standing to suffer brutally because of the heavy investment in broadcast operations and related industries.

Cost Could Be High

And should Uncle Sam's delegates yield any of the present channels or agree to a juggling of channels in reaching an agreement, the end result would be a fabulously expensive rebuilding of the vast U. S. transmitting plant.

Two of broadcasting's newer developments—FM and television—may get into the Montreal spotlight before the delegates start back home.

First, other nations conceivably can tell the U. S. it has the advantage of the coverage provided by hundreds of FM stations (see FM coverage story page 32).

Second, they can suggest that an important share of the U. S. audience now has TV reception.

Progress in FM and TV is slow in other countries, with TV just getting under way in Mexico and Cuba.

The U. S. delegation may insist that an article recognizing FM and TV be inserted in the treaty, with provision for machinery to negotiate technical standards. For some time the FCC and Latin regulatory officials have been discussing TV transmitter location.

Pre-conference fears have been expressed that the U. S. once again will lose a substantial swatch from its electronic shirt but fortunately our envoys have been showing their muscles in recent months.

A number of unfavorable factors darken the pre-NARBA air. Most critical, many feel, is the FCC's failure to hand down its clear channel decision. Prospect of a decision prior to convening of the Montreal NARBA is considered dim.

Sound Position Hard

Without such a decision the U. S. delegation is unable to draw up a sound position in advance of the conference. Its bargaining position will be difficult when the horse trading starts, especially if Latin delegates happen to remind that FCC called the clear channel hearing in April 1945. The proceedings have dragged on and on, with no decision yet in sight.

The present American position, drafted with the handicap of regulatory blinders, is to insist on the status quo in North American broadcasting plus the right for daytime stations on six channels to operate at night just as Canada and Cuba are permitted to do on these channels. The daytime concession was a sop to Mexico when that country pouted after the first NARBA was adopted in the late '30s. It now is argued some stations on these channels—730, 800, 900, 1050, 1220 and 1570—could operate at night without hurting Mexico.

Mr. HYDE

Mexico will enter the conference with a series of demands that may include two additional clear channels, moving of two of its present six clears to the lower part of the broadcast band, and the grouping of clears below 1140 kc, regionals from 1150 to 1540 kc and locals to a 1550-1600 kc block. These are Mexico's demands as submitted a year-and-a-half ago at the preparatory NARBA engineering conference held at Havana.

What Mexico's new demands will be is a Washington mystery. The nation is known to favor high power on clear channels and all of its clear channel stations operate with power of 100 kw and upward, whereas U. S. stations are prevented from using more than 50 kw power.

Cuba, like Mexico, has maneuvered itself into a good position for Montreal jockeying. It refused to sign the extension of the second (1946) NARBA last March 28, with the result that the continent has operated since that time without benefit of a broadcast treaty.

Cuba advocated "national channels" instead of clear channels at the Havana engineering conference, drawing quick U. S. opposition. It asked for additional frequency assignments on the ground that its present assignments were inadequate but other nations are in the same hole and can't provide the service they feel their people should have. Cuba had asked for 12 clears at the second NARBA in 1946. Conceivably Cuba is in a position to get tough and upset the channel cart by asking for a completely new North American allocation.

All the separate problems that face the third NARBA boil down to one basic issue: Can we get an agreement? Then: Can we get an

(Continued on page 50)

HARD LIQUOR

Tempest Continues on Ad Question

STATIONS were divided about 60-40 against acceptance of hard liquor advertising in a survey conducted by BROADCASTING among station representative firms in New York last week as the controversy over possible lifting of radio's voluntary ban continued.

Of 12 firms checked, few reported complete returns from their client stations. But it was generally agreed that enough replies had been received to indicate a substantial segment of the broadcasting industry is ready to take the plunge into their new advertising revenue field.

Conflict With Biow Reports

The findings diverged slightly from reports of the Biow Co., agency for Schenley Industries Inc., which is leading the move to buy time for its hard liquor products despite opposition of the Distilled Spirits Institute, Congressional dry leaders, and private anti-liquor forces. Biow Co. reported about half of the stations heard from were willing to break their traditional policy against hard liquor commercials.

Of the 12 representative firms reporting in BROADCASTING's checkup, six said 50% of their client stations would accept hard liquor advertising; one said 47.3% would accept; two said 20% would and 80% wouldn't; one said six out of seven stations would; another said two out of 29 would, and another said none would.

Firms' Reports

By firms, the reports were:

Avery-Knodel Inc.—With 97½% of its stations heard from, 47.3% voted to accept and 52.7% to reject liquor advertising. Those voting to accept did so with qualifications on time of broadcast and right to script review, with many stating copy selling liquor drinking as a pastime in itself would be clearly unacceptable.

The Branham Co.—With all stations heard from, all were against accepting liquor advertising, mainly because of local law prohibitions.

Thomas F. Clark Co. Inc.—Out of seven replies, six stations were for and one against liquor advertising.

Donald Cooke Inc.—More than 50% of its stations will accept liquor advertising.

Everett McKinney Inc.—Twenty percent of its stations thus far heard from are for and 80% against liquor advertising. Those accepting had not carried such advertising before.

Free & Peters Inc.—With some stations still to be heard from, returns were 20% for and 80% against liquor advertising. Stations accepting retain right to review copy scrupulously.

George P. Hollingbery Co.—With 30% of returns in, 50% of its stations were for and 50% against liquor advertising.

Headley-Reed Co.—With almost all stations heard from, 50% were for and 50% against hard liquor advertising. Those against took that position mainly because of local statutes or ordinances.

Robert Meeker Assoc. Inc.—With almost all stations heard from 50% for and 50% against liquor advertising.

The Walker Co.—Out of 29 replies, only two definitely were for liquor advertising, some of the "No's" stated that their policy might be changed if the networks were to accept such commercials.

Weed & Co.—With 25% of its stations heard from, 50% were for and 50% against liquor advertising.

Adam J. Young Jr. Inc.—Replies running 50-50 with stations accepting all wanting to retain right to review copy. Company also represents Liberty Network, which has 53 stations in Texas, Oklahoma, Arkansas, Mississippi and Louisiana. That network indicated it will accept such commercials as a network although its affiliates in dry areas will not or could not carry such announcements.

Vice President Walter E. Benoit meanwhile asserted that the radio and television stations of the Westinghouse group will not alter their

(Continued on page 49)

XUM

SPAULDING

Sponsors Tennis Airing

A. G. SPAULDING & Bros., New York, for the second successive year will sponsor the broadcasts of the Davis Cup tennis matches at Forest Hills, L. I., over a special seven station tie-up.

The tennis matches will be played Aug. 26, 27, 28 and will be fed by WQXR New York to the following stations: WPAT Patterson, N. J.; WCFL Chicago, KMPC Los Angeles, WCOP Boston, KYA San Francisco and WPI Philadelphia. All stations will carry the broadcasts at 3 p.m. except WQXR in New York which will start at 3:05 p.m.

Hanley, Hicks & Montgomery, New York, is the agency.

MBS CHANGES

Vacancy Also Is Filled

REORGANIZATION of the MBS program department last week resulted in the streamlining of its functions, and the filling of the vacancy created by the death of Elsie Dick July 12 [BROADCASTING, July 18], according to William H. Fineshriber Jr., vice president in charge of programs.

Divisions of religious and educational programs have been consolidated under Dorothy Kemble, continuity acceptance department director. Joan MacGowan, script editor, has been appointed assistant director of religious and educational programs, reporting to Miss Kemble.

Miss Kemble joined MBS in May 1945 to establish and head its continuity acceptance department. She had headed the same department at ABC, and was formerly with the Red and Blue Networks of NBC.

Miss MacGowan joined MBS last January, after six years with the story department of 20th Century-Fox in Hollywood. Previously she had been assistant fiction editor of *McCall's* magazine.

'CISCO KID' ADDS

Six Outlets To Series

THE Frederic W. Ziv Co., Cincinnati and New York, announced last week that its *Cisco Kid* western series is now heard on these outlets in addition to WOR New York:

WGCM Gulfport, Miss.; WHBS Huntsville, Ala.; KCMO Kansas City, Mo.; WBIR Knoxville, Tenn.; WLAM Lewiston, Me., and KFYO Lubbock, Tex.

WINS Revenues Up 10%

ELDON A. PARK, vice president of the Crosley Broadcasting Corp., reported last week that WINS New York July revenues are up 10% over those of 1948.

FOREIGN GROUP

Network Plans Formulated

FIRST regular meeting of the Foreign Language Quality Group was held at WOV New York last Monday and the organization voted to set itself up as a network offering its individual stations' facilities and services as a group purchase.

At an all-day meeting, the group also decided:

- To change its name to Foreign Language Quality Network.
- To operate as a non-profit organization.
- To limit participation at first to Italian and Polish broadcasting.

WOV President Ralph Weil, chairman of the group, said that he hoped the network would be in operation by the end of this year and possibly as early as October. He also indicated that when the network machinery is tested and functioning well, other language broadcasts will be added. Spanish broadcasts probably will be the first to be added.

Claude Barrere, New York program representative, is to be permanent secretary of the organization. He will send out questionnaire-requests to stations in 19 states to obtain statistics on listenership, coverage, rate cards and such data essential to building standards for the network.

The next meeting of the network was scheduled for Sept. 12.

Members, in addition to Mr. Weil, are, Frank Blair, WSCR Scranton; George Lasker, WBMS Boston; William Jory, WHLB Detroit, and Samuel Sague, WSRS Cleveland.

SPOTS OKAYED

ABC Permits Co-op Sales

ABC last week announced it would permit affiliated stations to sell spot announcements to be broadcast within network cooperative programs. The new plan, effective today (Aug. 15), will let stations sell to either local or national advertisers. Two or three spots per program will be allowed. All but two currently scheduled ABC cooperative programs will be open to the spots. The two exceptions are the hour-long *America's Town Meeting* and the half-hour, across-the-board *Breakfast in Hollywood*.

Explaining the adoption of the new policy, Murray Grabhorn, ABC vice president in charge of owned and operated stations and cooperative program sales, said the network had recognized an increasing interest by advertisers in spot radio.

Firms Plan Campaign

AMERICAN Gas Assn. and Gas Appliance Mfg. Assn., through their agency McCann-Erickson, are planning a $1 million promotion campaign this fall. The agency will back the promotion of local gas utilities and dealers with radio, newspapers and direct mail advertising. Records of programs are available to local dealers for their use on local stations.

Sterling Drug Reports

STERLING DRUG INC., one of radio's biggest advertisers, reported $7,259,322 net profit for first six months of 1949 compared with $7,534,573 for 1948. Earnings per share for the six-months period were $1.85 as against $1.94 for the like period in 1948. Second quarter earnings amounted to 74¢ per share compared with 87¢ for 1948's second quarter. The board declared 50¢ per common share regular dividend payable Sept. 1 to holders of record Aug. 18.

Drawn for BROADCASTING by Sid Hix

"Joe Blow tipped the ball, It's going back into the stand . . . glug!"

ACME BEER

FC&B Gets $1 Million Account

ACME BREWERIES (Acme Beer) San Francisco, an approximate $1 million account, has appointed Foote, Cone & Belding, San Francisco and Los Angeles office, to handle its advertising. Acme Beer was serviced by Brisacher, Wheeler & Staff, San Francisco, for past 18 years.

The firm is a heavy user of spot and regional radio.

The switch in agencies represents one of the largest West Coast accounts to do so in recent years. It was understood that approximately eleven other agencies had presented bids in recent months to the advertiser.

Don Belding, chairman, executive committee, of FC&B, and Ford Sibley, account executive, are the two key personnel involved in the supervision of FC&B's newest account.

TRANSIT RADIO

In Baltimore Busses

BALTIMORE, Md., last Wednesday joined the ranks of cities whose transit riders enjoy Transit Radio Inc.'s "music-while-you-ride" fare. The service was extended to 60 Baltimore Transit Co. busses by WMAR-FM, the *Sunpapers* FM outlet, on a daily 12-hour basis, according to the *Baltimore Sunday Sun* which Aug. 7 featured a two-column spread explaining the operation.

Public reaction previously had been tested in that city in March 1948 when WMAR-FM polled riders in conjunction with the Transit Co. This time the first 120 days of broadcasting will be conducted as an experiment to determine the type of music most suitable to riders at various hours, it was said. Independent surveys will ascertain preferences, to be used as a guide in future programming. The Baltimore Transit Co. is keeping the Public Service Commission abreast of developments.

Philco Earnings

PHILCO Corp., understood to have geared its TV production to 500,000 sets for the next 12 months, is estimated by Dow Jones to have earned in the June quarter more than the $915,000, or 49 cents a common share, reported for the March quarter, although less than $2,256,000 or $1.44 a share, in the second quarter of 1948.

MacGregor Plans Branch

C. P. MacGREGOR Electrical Transcriptions, Los Angeles, will open a Chicago branch office at 612 N. Michigan Ave. shortly. William Mertz Jr., formerly with Transcription Sales Inc., has been named midwest representative, according to Eastern Manager Nat V. Donato of New York.

'STAR TIME'

Sells Goodwill for Hurley-Tobin Co.

By CARL MARK
Executive Vice President & General Manager WTTM Trenton, N. J.

THE WEEKLY broadcast of *Star Time* over WTTM Trenton, N. J., sponsored by the Hurley-Tobin Co., one of Central New Jersey's largest department stores, is unusual in many respects. Chief among them is the fact that it is guaranteed not only *not* to bring in any direct business, but also in that it paralyzes activity so not a sale can be made in the store while it is on the air. Nevertheless it is an unqualified success.

The program originated in the imaginative brain of Joseph Tobin, vice president and general manager of the store. Looking for a summer series to replace his heavy in-season radio advertising, he noted that nearby Princeton is host to straw-hat productions which features top-rank Hollywood and Broadway personalities during the 12-week summer season.

Arrangements Set

In 1947 WTTM and Mr. Tobin worked out an arrangement with the McCarter Theatre in Princeton by which the stars would appear in a 15-minute interview program every Tuesday afternoon from the main floor of the store. We're now in our third year of the *Star Time* broadcasts and all hands are delighted with the results.

Activity begins early on Tuesday morning. The entire main selling floor is cleared of all merchandise and fixtures right back to the counters lining the walls. Five hundred camp chairs are set up, theatre style. A stage is erected at the back of the store. Until after the broadcast, not a penny's worth of merchandise can be sold.

ALTHOUGH bearing the impressive title of WTTM executive vice president and general manager, Carl Mark takes a more than administrative interest in the programming of his station. Mr. Mark is no novice in the programming field. During his radio career he has been announcer, director, producer, writer, special events director and account executive. His early announcing and producing jobs were with WHK Cleveland, WBNX New York and WHN New York (now WMGM). In 1943 he joined the Al Paul Lefton Co. in New York as director of radio and television. While with that agency he appeared as narrator and personality on some 30 television shows in one year over WABD (TV) New York. He also created, wrote and produced numerous shows on WABD for Al Paul Lefton accounts. Late in 1947, Mr. Mark purchased half interest in WTTM and took over its active management in 1948. With this background Mr. Mark is well-equipped to give a thorough analysis and explanation of Hurley-Tobin Co.'s successful use of radio via WTTM.

At 12 noon, Harry Barnam, WTTM account executive, drives to Princeton, 11 miles away, picks up the star and returns to the store. There the star huddles with Announcer Wes Hopkins in roughing out the ad-lib interview. By 1:30 p.m. every seat on the floor is filled. By 2:15 p.m. standees are jammed back to the walls. The elevators and the upper selling floors are shut down. The entire store personnel drops everything and repairs to the main floor to see the show. The broadcast takes place from 2:45 to 3:00 p.m. and during the last three minutes members of the audience form a single line at one side of the stage. They're permitted to ask the star one question, and the question period continues until time's up. Following the broadcast, the star signs autographs until everybody's had a copy of the coveted signature. By the time all is cleared out, the camp chairs removed, and the merchandise and fixtures returned to normal, the business day is practically over.

One of a Series

Galaxy of Personalities

Stars who have appeared on the broadcasts represent a galaxy of the topmost personalities in show business. They include Jeffrey Lynn, Sarah Churchill, Joan Blondell, Lizabeth Scott, Lucille Ball, Miriam Hopkins, Gloria Swanson, Edward Everett Horton, Zasu Pitts, John Payne, Joan Caulfield, Larry Parks, Guy Madison, Cesar Romero, Louise Rainer, Nancy Carroll, Neil Hamilton, William Eythe, Doris Dowling, Kay Francis, Bert Lahr, Jean Pierre Aumont, Ilka Chase, Alfred Drake, Marsha Hunt, Sylvia Sidney, Signe Hasso, Brian Aherne and Dane Clark.

Artistic temperament? Practically unheard of. We have had exactly two last-minute cancellations. Last year Nancy Walker was hurriedly called to New York late Tuesday morning and cancelled out. This year Tallulah Bankhead became "indisposed" and couldn't make it. At the last minute we grabbed Jeffrey Lynn off the train from New York, whence he was going to rehearse the following week's show, and rushed him to Trenton where he pinch-hit in yeoman fashion. The following week he came down for his regularly scheduled appearance with Sarah Churchill, with whom he starred in "The Philadelphia Story" at the McCarter Theatre.

Most of the stars are overwhelmed by the turnout of their fans and are delighted to sign autographs to the point of numbness. They are grateful for the opportunity to meet the public face-to-face and learn their likes and dislikes.

The Hurley-Tobin Co. promotes *Star Time* to the hilt. Large-space ads are run in Monday newspapers inviting Trentonians to see the show. Extensive window displays herald the appearance beginning several days in advance. Radio announcements carry the good word over WTTM into listeners' homes.

Traffic Builder

What does the Hurley-Tobin Co. get out of the broadcast? Certainly not the direct sales results which so many retailers demand of their radio advertising. First, they get store traffic—that vital prerequisite to any successful retail enterprise. Over the course of a 12-week summer series over 5,000 persons make direct, personal contact with the Hurley-Tobin Co. by going into the store. Few of them buy immediately, but over the years Mr. Tobin knows that a large percentage of the people who have made the acquaintance of the store through the *Star Time* broadcasts have come back as customers.

Incidentally, the air shows contain absolutely no commercials whatever. The store takes an opening and closing identification as the site of the broadcast and that is all.

An important point of value in the broadcasts is the identification of the Hurley-Tobin Co. with the glamour and style inherent in big Hollywood names. Trentonians know the Hurley-Tobin Co. as the *Star Time* store and that when the big names go to Trenton they go to Hurley-Tobin.

ANNOUNCER Hopkins (l) calls time out for autographs during a WTTM Star Time *broadcast featuring movie star Jeffrey Lynn.*

* * *

Most importantly, the broadcasts help to create that indefinable something called "store character." Hurley-Tobin Co. is a place where things *happen* in Trenton—it has become a focal point of community activity.

Show Pays Off

All of these things are intangibles—the sort of things that most retailers shy away from in the ceaseless quest for direct sales returns for every nickel spent on advertising. Yet they have paid off—and paid off well for Mr. Tobin—in the growth of his store to a position among the top few in the Trenton area.

Actually, *Star Time* is only a portion of the Hurley-Tobin radio effort. The same philosophy per-

(Continued on page 48)

* * *

RELAXING after a WTTM Star Time *broadcast, Actress Sarah Churchill, daughter of Britain's war-time minister, lights a cigarette for Joseph Tobin, vice president and general manager of Hurley-Tobin Co. Jeffrey Lynn, with whom Miss Churchill co-starred in "The Philadelphia Story" at the McCarter Theatre, is at left.*

DISC WAR

Columbia, RCA To Let Public Decide

THE BATTLE of the rpm's between Columbia Records Inc. and RCA-Victor last week appeared to be settling down to a long war in which customers voting with dollars will determine the winner.

That conclusion could be drawn from a review of a record forum held as part of the 1949 convention of the National Assn. of Music Merchants. There, Edward Wallerstein, president of Columbia, and J. B. Elliott, vice president in charge of RCA-Victor consumer products, expressed determination of their companies to stick to their respective positions.

Mr. Elliott said his company would continue to promote its 45 rpm record "indefinitely," adding that a sales job "is not done in 30 days or in five years."

Mr. Wallerstein, whose company is on the market with the 33⅓ LP record, said he was content to let the decision rest with the public but that he could not agree with Mr. Elliott "that it was the right or the smart thing for him to take the attitude that he would go on indefinitely with the product." Mr. Wallerstein said Columbia, for its part, would "bow out" if it found its 33⅓ rpm was not finding public acceptance.

He indicated that Columbia did not intend to enter the 45 rpm field because it had received no demand from either dealers or the public for such a disc. He offered to expose his company's files on the subject "if anybody else is willing to expose their files."

The position of Messrs. Elliott and Wallerstein was diametrically opposed at several other points. Mr. Elliott said the 45 rpm disc was aimed at the popular record market, which he claimed represented more than 80% of the record market.

Mr. Wallerstein denied that the "Pop" records were so important, asserting that when the record business is on a sound basis, it is "strictly a classical business."

He asserted that the original Victor company's own success was built on classical records, that the rebirth of the record business during the '30s was due to classical records and that Columbia was basing its confidence in the future on the importance of classical records. He said that although classical records might represent only 20% of Columbia's unit volume it was 35 to 45% of its dollar volume and that for lots of dealers it represented 60% of the total volume.

The meeting itself was not chary about putting the two executives on the spot. Dealers attending even went so far as to take a vote as which record, the RCA 45 rpm or the Columbia 33⅓ rpm disc, has met with the best consumer acceptance to date.

The Columbia discs won the balloting on a show of hands by a large majority.

President Ben Chodash of the Chicago Record Dealers Assn. said that a survey of association dealers in Chicago showed that sales of the 45 rpm machine "has been a failure" and that the Columbia 33⅓ discs, on the market 14 months as against the Victor four months, are a success. He said that the Columbia LP record sales were "increasing right along." He called upon the manufacturers to end "the confusion" in the record industry.

MEYER TO WPOR

Succeeds Carpenter

HAROLD H. MEYER, general manager of WXKW Albany, N. Y., last week was appointed station manager of WPOR Portland, Me., succeeding Murray Carpenter, who resigned. Mr. Carpenter continues as a board member and important stockholder.

Mr. Meyer, a radio veteran of 21 years, has moved to Portland. He said present WPOR policies will be maintained, with all employes remaining in their present jobs. He previously had been at WSTC (formerly WSRR) Stamford, Conn., and at Florida and California stations.

Mr. Carpenter said he hadn't made up his mind whether to sell

Mr. Meyer

Mr. Carpenter

his 20% interest in WPOR. At present he is planning the first vacation in a decade, he added. He said the resignation resulted from disagreement with the company's directors about WPOR policies. "Differences of opinion come up in the best of families," he said. "When the president of a company disagrees with his majority stockholders, it's time to quit."

Before joining WPOR in 1946 Mr. Carpenter was timebuyer at Compton Inc., New York agency. He became WPOR president in 1947.

Chairman of the WPOR executive committee is Chester J. LaRoche, president of C. J. LaRoche & Co. It was understood Mr. Carpenter's differences centered on the station's TV policies.

NBC PROMOTION

Network Sets Fall Plans

A FALL promotion and publicity campaign, described by the network as "the largest and costliest in [radio] history," was announced last week by NBC.

The network and its stations will use radio, newspapers and national magazines in promotional phases of the campaign. A flood of publicity material also will be unloosed.

Actual cost of the proposed campaign was difficult to appraise. The network will buy 21 full pages in leading national magazines, an investment which, it was thought, might approximate $200,000. Affiliated stations will buy newspaper space in which they will run advertisements prepared by the network. Total cost of the newspaper advertising was incalculable and would depend on the degree of cooperation offered by the stations.

On-the-air promotion will include trailers on sustaining programs, cross-reference announcements on commercial shows, announcements in chime cue-time and live and recorded chainbreak, commentator and disc jockey announcements, the network said. An all-star *Show case* program will be broadcast early in the fall, and two "regularly scheduled promotional programs will continue throughout the season," according to the announcement. None of these programs has been completed yet.

Charles E. Hammond, vice president and assistant to the president, said the promotional phase of the campaign would use radio primarily at the outset and then build up with newspaper and magazine space. Two "kick-off" newspaper ads will be run by stations in coordination with the opening of the network's magazine campaign. Identities of the magazines were not revealed.

Sydney H. Eiges, NBC vice president in charge of press, said the publicity phase of the campaign involved the distribution of publicity material and personal visits throughout the country of NBC talent and press representatives.

Personal tours of stars and publicity representatives have already begun, Mr. Eiges said, and will continue through the next two months. A publicity kit has been sent to stations covering "every major fall program, sustaining or sponsored," Mr. Eiges said.

The ambitious promotion-publicity campaign was undertaken in response to demands by affiliates, at a meeting of NBC stations in Chicago last February. Detailed discussion of the campaign plans occupies a high place on the agenda of the forthcoming NBC affiliates meeting at White Sulphur Springs Sept. 7-11. (See story page 31.)

FCC ACTIONS

GRANTS for one new FM and five new AM outlets were authorized by FCC last week. A final decision would delete an AM station. Five existing outlets received improved facilities. Thirteen stations received transfer grants. Details of these and other FCC actions are carried in FCC Roundup on page 68.

COURTROOM BAN

Law Bars Broadcasts

DIRECT or recorded broadcasts of proceedings in a courtroom are prohibited in Wisconsin under a bill which became law when Gov. Oscar Rennebohm last Monday signed legislation that has been pending several years. The law becomes effective next July 1.

Gov. Rennebohm indicated he would have vetoed the anti-radio bill had it come up as separate legislation, according to Robert Lindsay, news editor of WKOW Madison. However, the radio ban was part of an omnibus crime code bill and Gov. Rennebohm felt he could not veto the entire code because of the discriminatory radio feature. Many of the code provisions are badly needed, he explained.

Opposition had been voiced by NAB and the National Assn. of Radio News Directors to the Wisconsin ban, which many broadcasters termed a violation of the state constitution.

In a broadcast on WKOW, Mr. Lindsay said the bill "is close to being downright silly" as well as unconstitutional because radio newsmen will not be allowed to "inform the public by way of a direct or transcribed broadcast what might go on at a Wisconsin courtroom proceeding." He added that "those same newsmen can attend the proceeding along with other newsmen, and—on a newscast or other program—recite those same proceedings word for word."

ERIKSON IS VP

Gets New Post With M-E

LEONARD F. ERIKSON, who resigned from Kenyon & Eckhardt, New York, as vice president and radio director [BROADCASTING, Aug. 1], was officially appointed to the post of vice president and general executive of McCann-Erickson, New York [CLOSED CIRCUIT, Aug. 8], last week by Marion Harper Jr., president of McCann-Erickson.

Before his association with K & E, Mr. Erikson was business manager with BBDO and prior to that general sales manager with CBS in New York and western sales manager in Chicago.

RADIO SET COUNT

Inclusion in 1950 Census Likely

THE 1950 decennial census of population, agriculture and housing will include a count of radio sets—provided Congress approves the Census Bureau's budget request.

Unlike the complete counts in 1930 and 1940, next year's census will ask the radio question in one of every five dwellings. The question will be included in the housing portion of the census.

In tentatively approving the radio set question, the Census Bureau rejected requests that the question be broken down to show ownership of FM and television receivers.

The FM question was rejected on the ground that enumerators would not be able to ask the question properly and receive accurate answers from respondents. The bureau's position is that the average person does not know the difference between an AM and an FM set, particularly in view of the fact that so many stations use combination AM-FM identification.

No TV Count

The bureau considered the suggestion that a count of TV sets be made. It noted that Radio Mfrs. Assn. and other groups provide considerable data on TV set distribution and ownership. A practical objection from the bureau's standpoint is the effect of a TV question in areas where there is no primary service.

Enumerators would be subject to ridicule in many instances, it was explained, since occupants would wonder why the government asks such a question when there aren't any stations around. The bureau said it would be costly to confine a TV question to areas where service is available.

The radio set question, as now tentatively approved, follows: "Is there a radio in this unit?" The wording was adopted after a series of trial runs conducted earlier in the year.

In 1940 the question was: "Radio in Dwelling, Yes—; No—."

Taking of the housing portion of the 1950 census was authorized by Congress in the general housing law enacted last month. The housing count now becomes a permanent feature of the decennial census.

The 20% sample will provide just as useful results as a 100% count in most cases, according to the bureau. The sample basis was adopted as an economy technique. Actually, the bureau had been chilly toward inclusion of a radio question in 1950 until advertiser, agency and broadcasting groups heard of the attitude [BROADCASTING, May 3, 1948]. Since that time the bureau has received hundreds of requests from organizations for a 1950 radio count. NAB, Radio Mfrs. Assn., FM Assn. and many other groups adopted resolutions calling for a 1950 set tabulation.

It was explained that the sampling error in a 20% sample is smaller than the normal response error in taking a census, in the case of large areas. Actually the sampling error is insignificant except in small areas.

A bureau official said that the chance of sampling error in a "census tract" of 3,000 to 4,000 persons might run as high as 2% in making a radio nose count. In an average county of 20,000 persons, where 1,200 of the 6,000 dwelling units would be asked the radio question, the average expected error is 1%. This is based on a 20% sample where 85% of homes have radios.

Small Error Seen

In an area of 100,000 persons, the expected error would be less than 0.5% and in larger areas it would be even less.

Thus, at the county level the 20% sample will provide just as good a radio set count as a 100% sample, it was stated.

An interesting feature of this sample, it was explained, is that the sampling error and response error tend to offset each other.

The bureau says it has been able to retain the 1940 questions and add new ones by use of sampling, increasing the overall value of the 1950 census. Because of budget problems it otherwise would have been forced to eliminate a number of questions, besides trimming the organizational setup and deteriorating the quality of the tabulation.

Total cost of taking the 1950 census is estimated at a little over $88 million. This is based on a $70 million budget for the population and farm half of the census and $18.5 million for the housing questions. An expanded series of mortgage questions will require $3.3 million of the housing budget.

Population Increases

The 1940 census showed a population of 131,660,000 in continental United States. An increase of 19 million is expected in 1950, bringing the total to over 150 million.

The following data will be collected in the 1950 population census:

100%—Name, age, race, sex, relationship, and marital status; state or country of birth; employment status; occupation; industry, and class of worker.

20% Sample—Migration status; country of birth of parents and mother tongue; citizenship; school attendance and attainment; weeks worked last year and hours worked last week; individual and family income; veteran status of males.

3⅓% Sample—Occupation, industry, and class of worker for persons who worked last year but not last week; times married and years in present marital status; number of children ever borne.

The census of housing will include:

100%—Type of living quarters and type of structure; number of rooms; occupancy and tenure; vacancy status; bathing, toilet, and water facilities; kitchen sink; contract rent for tenants; gross rent for tenant-occupied units; condition; mortgage status; value of owned home; year built.

20% Sample—Heating, cooking, lighting and refrigeration equipment; cooking and heating fuels; radio.

This list excludes the 1940 items on exterior material, conversion, and estimated rent of owner-occupied dwelling units.

It is proposed that mortgage data be obtained in 1950 in a supplementary sample survey, to be conducted after the regular census enumeration has been completed. It is planned in the supplementary survey to secure the information from the owner or person who is best acquainted with the characteristics of the mortgage debt and to make as many call-backs as necessary to obtain complete and accurate information. This survey is being designed to provide current data for the United States, 5 regions, and 30 metropolitan districts.

Preliminary drafts have been prepared of the schedules for the Territories and Possessions as follows:

Alaska—Population and Housing.
American Samoa—Population.
Guam—Population.
Hawaii—Population and Housing (same as for continental U. S.).
Panama Canal Zone—Population.
Puerto Rico—Population and Housing (pretest in English and Spanish); Infant Card (same as for continental U. S.).
Virgin Islands—Population and Housing.

WIBK DENIED

FCC Upholds Durr

WIBK KNOXVILLE, the station of Radio Evangelist J. Harold Smith, was refused a license by FCC last week and given 90 days to wind up its affairs. WIBK is assigned 1 kw daytime on 800 kc.

In a final decision which also denied WIBK's bid for a new FM outlet and dismissed Rev. Smith's request to sell his interest in WIBK to two local businessmen, the Commission supported the findings of an initial ruling by ex-Comr. Clifford J. Durr that the evangelist was unqualified to be a broadcast licensee [BROADCASTING, July 5, 1948]. The conclusions of the final decision repeated virtually verbatim those of Comr. Durr.

FCC's rulings were made by Comrs. Paul A. Walker, Rosel H. Hyde, E. M. Webster and Frieda B. Hennock. Chairman Wayne Coy and Comrs. Robert F. Jones and George E. Sterling did not participate.

Marvin I. Thompson, part-owner and general manager of WIBK, reaffirmed to BROADCASTING that the case would be appealed and pursued through to the Supreme Court if necessary. In event of an appeal, the Commission would grant continued authority to operate the station until completion of the litigation. WIBK has been operating under program test authority since July 1947. The permit was granted in October 1946.

FCC found that the permittee, Independent Broadcasting Co., failed to report changes in stockholdings among the principals and the method of station financing in applications filed at later dates with the Commission. Initially Mr. Thompson was to own 50% of WIBK and Rev. Smith and his wife, Myrtice Rhodes Smith, the other 50%, the decision said. At present each of the three holds equal amounts of voting stock and Rev. Smith holds 100% of the preferred stock, FCC reported.

Conclusions

Concerning the changes it said were not properly reported, FCC said "we can only conclude that the misrepresentations contained in these statements were the result of deliberation or carelessness and recklessness of so gross a nature as to approximate deliberation."

FCC pointed out that much of the information in the record, which "is replete with confusing and contradictory statements," was not voluntarily submitted but was obtained through the Commission's own investigation and through cross-examination at the hearing [BROADCASTING, Oct. 27, Nov. 24, 1947]. Further difficulty was found in "the lack of books and other records of the Reverend Smith's activities and the confusion of his personal affairs and religious activities."

Here the Commission referred to the intermixture of Rev. Smith's personal accounts and records with those of his *Radio Bible Hour* programs on which he solicited "free-will offerings," the Southern Bible Institute and *The Carolina Watchman*, religious newspaper.

Regarding the financial reports filed by Rev. Smith, FCC declared them incomplete and cited omissions revealed during the hearing relating to personal notes, oil properties and other real estate, insurance, the *Carolina Watchman* and contracts with XERF Villa Acuna, Mexico. FCC said it "should be able to and does rely upon information set forth in applications and reports which applicants, permittees and licensees file. In view of the foregoing circumstances which we believe indicate this applicant's lack of candor, the Commission could not have confidence in reports or applications it may be required to or would file."

The Commission declared that Rev. Smith's loans of some $100,000 to XERF to finance its construction, in return for program time and other considerations, did

(Continued on page 50)

FM SET MAKERS

Charged With Ignoring 'Demand'

TWO-PLY charge that most set manufacturers are ignoring the public's "need and demand" for more and better FM receivers was made last week.

First, FM Assn. accused set makers of a "public be damned" attitude toward FM's development. It submitted an FM coverage map to support its service claims.

Second, Millard C. Faught, economist, president of the Faught Co., New York, asked NAB and Radio Mfrs. Assn. why they are failing to promote FM.

Edward L. Sellers, FMA executive director, pointed to a Caldwell-Clements map comparing AM and FM coverage in the U. S. He said the map—compiled from files of Clear Channel Broadcasting Service, FCC, FMA and other sources—showed that over three-fourths of the total U. S. population is within the primary range of one or more FM stations both day and night.

He added that already 22 states are getting better recention from FM than AM outlets. These states are New York, Pennsylvania, Maryland, Virginia, West Virginia, Tennessee, California, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Nevada, Wisconsin, Michigan, Maine, Vermont, New Hampshire and Ohio.

States receiving complete and equal FM and AM coverage, he said, are Illinois, Indiana, Delaware, New Jersey, Rhode Island, Connecticut and Massachusetts.

Within the four-year postwar period FM has developed almost as much coverage as AM, he contended, doing the job with 740 stations as compared to AM's 2,000-plus outlets. In many populous areas the only reception available is FM, AM being unable to put a reliable, non-fading signal into the areas, he claimed.

In the south, Mr. Sellers added, the public must have FM to get any dependable day and night service because of skywave interference, terrain and soil conductivity factors as well as high static level.

Having dropped the "Don't Buy a Radio Without FM" slogan at RMA's request, FMA is considering a new slogan, he said. This would be, "Don't Buy Half a Radio —Be Sure Your Next Set, Whether It Be TV or AM, Has FM."

In his letter to the presidents of NAB and RMA, Mr. Faught said he had just completed a 9,000-mile "grassroots" tour of the country where, incidentally, he found no evidence of a business depression. Set dealers are unhappy, he said, because of slow demand for AM and the phonograph mixup; they're interested in FM, and the public's TV desire is tempered by talk about color, UHF, TV eye strain, more stations and high prices.

He observed AM and FM signals all over the nation during the tour and found FM as good or better than AM in major population and marketing areas, with FM even better at night and much better at all times in the south.

Mr. Faught contends advertisers are questioning AM coverage claims, asking lower and more realistic rates. He deplored the tendency to look on FM as "something for nothing," and wondered why advertisers divert money from AM to TV pioneering yet fail to take advantage of FM. Manufacturers should provide good low-priced FM sets to meet the public demand, he argued.

Several hundred independent FM stations are starving to death because of manufacturer, broadcaster and advertiser apathy, he indicated.

AFRA MEET

Opens Aug. 25 in S. F.

PLACE of the radio actor in television and numerous other problems are on the agenda of the 1949 AFRA national convention to be held Aug. 25-28 at the Palace Hotel, San Francisco.

At that time, the whole plan of the 4-A's Television Authority is expected to be brought before the convention for its vote. Under the Authority plan, a new union with jurisdiction over television, is to be created with AFRA support and the support of other unions, like AFRA, which are branches of the Associated Actors and Artistes of America (4-A's).

Among other problems listed for consideration of the convention is that of regional transcription rates. AFRA locals can now set up a lower rate for transcription performances restricted to one city than the national rate. The question to be raised at the convention is whether, in accord with the desires of some transcription companies, such a liberalization of fees is to be extended to whole regions.

Also up for discussion are such matters as the rates to be charged networks for taping shows for repeat broadcasts; whether announcers can also perform "engineering" work such as handling controls, and whether there should be extra fees where there is simultaneous AM and FM Broadcasting.

Discussion also will be held on political activity for the Taft-Hartley repeal.

STATIONS LAUDED

Solons Cite Public Service Programming

PUBLIC SERVICE programming of individual clear channel stations has elicited tributes and anniversary messages from Senators and Congressmen alike on Capitol Hill within the past fortnight. Stations cited were WCAU Philadelphia, WGN and WLS Chicago, WHO Des Moines. In addition, one 250 w network station—WCTM Traverse City, Mich.—drew warm praise for distinguishing itself on the local level. WGN and WLS are celebrating 25th birthdays.

A tribute to the public service programming of WCAU was voiced Aug. 4 by Rep. William Green Jr. (D-Pa.) along with tacit endorsement of clear channel service, a rising issue under Congressional scrutiny. He extended his remarks in *Congressional Record*.

Noting that WCAU's signal gives listeners "a signal which is free of much of the interference so common in broadcasting today," Congressman Green said WCAU's experience "proves that a large city station can be more than an outlet for network programming when it has a purposeful understanding of the usefulness of radio in service to the community."

His tribute cited the station's 28 years of operation, the needs of its community, public service programming, awards, and letters of commendation received by the station.

WHO drew the praise of Rep. Paul Cunningham (R-Iowa) for its public service policies and "highly valued service" to farmers. His floor remarks were extended in the *Congressional Record* Aug. 1.

Pointing out that most of the farmer's daily source of agricultural information derives from radio, Congressman Cunningham said that "WHO with its clear channel is able to reach from . . . Des Moines . . . to serve vast farm regions which would otherwise have little or no radio service . . ." The statement included an eight-point review of WHO farm policy plus a list of awards and citations won by the station.

Accolades for WLS were included in remarks by Rep. Sidney R. Yates (D-Ill.) and Sen. Scott Lucas (D-Ill.). The Senate majority floor leader inserted into the record the address of the station's Arthur Page before the NAB Program Clinic at Northwestern U. (Chicago Division) last June. Mr. Page talked on the importance of farm broadcasting and noted that "any radio station has a right to be proud if it has earned their (farm and city folk) trust and confidence by giving them genuine and thorough service."

Rep. Yates cited WLS' pioneering service to farmers and observed the station "has achieved a position of great esteem in the broadcasting industry" with its clear channel signal. He listed press comments about WLS and its long-time favorite, the WLS *National Barn Dance*.

Distributes Reprints

Reprints of Rep. Yates' statement have been distributed by WLS to over 2,000 agencies, clients and potential sponsors. The leaflet was accompanied by a letter from Glenn Snyder, general manager, outlining the station's activities in providing weather, markets, news, music and advertising information. Its 50 kw signal fans out into four states—Illinois, Indiana, Michigan and Wisconsin—he reminded.

Saluting 25th anniversary of WGN, *Chicago Tribune* outlet, Sen. Paul Douglas (D-Ill.) paid tribute to its "commendable balance in . . . programs," including musical, educational, and discussion features, and to its leadership in the new fields of TV and FM.

He also inserted in the *Record* appendix copies of congratulatory messages to General Manager Frank Schreiber of WGN from Illinois Governor Adlai Stevenson, Chicago Mayor Martin H. Kennelly, AFM President James C. Petrillo, and John S. Boyle, States Attorney of Cook County.

Maintaining that "it is not the distant, powerful station that solves local problems—it is the local station that meets the local challenge for quick help," Sen. Edwin C. Johnson (D-Col.), arch foe of super power, Aug. 3 inserted in the *Congressional Record* a copy of a telegram from Les Biederman, president and general manager of WCTM. He pointed up a local incident in which his station distinguished itself.

Mr. Biederman recounted how a dog had died of rabies after it had bitten an unidentified child, and the local county health officer gave WCTM the job of locating the victim. Station dropped all programming for a number of announcements designed to establish immediate contact with the child. Two hours later the announcements turned up the victim, who was placed in a hospital, Mr. Biederman said. Three other victims also were located. Mr. Biederman had wired the data to Sen. Johnson upon the latter's request for data on the need for more local stations and fewer clear-channel outlets.

RMA Committees Set

TWO new committees—Excise Tax and Cathode Ray Safety—have been named by Raymond C. Cosgrove, Avco Corp., president of Radio Mfrs. Assn. S. Insull Jr., of the Stewart-Warner Electric Division, was named chairman of the tax group. The cathode ray safety group was reappointed in its entirety, with R. E. Carlson, Tung-Sol Lamp Works, continuing as chairman.

TOM MOORE

Quits 'Ladies Be Seated'

TOM MOORE, emcee of *Ladies Be Seated* (ABC sustaining, five-a-week, 2-2:30 p.m., CDT) has resigned from the show effective Aug. 19. His final broadcast will originate at the Illinois State Fair instead of Chicago.

Mr. Moore also announced withdrawal of his firm, Tom Moore Production, as the *Ladies Be Seated* producing agency. Phil Patten, his partner, worked for the network as show producer. Interference from New York network executives was given as the main reason for the move by Mr. Moore, who asserted that eastern officials "continue to think of Chicago as a hitching post." He announced no future plans.

It was understood in Chicago that the program will originate in New York if ABC plans to carry it after Aug. 19. Buddy Rogers, orchestra leader and screen actor, was reported to have been auditioned last week as a possible replacement.

JAMES STIRTON

Heads ABC Central Sales

JAMES L. STIRTON, general manager of ABC's Central Division in Chicago, was appointed last week to work also as AM and TV network sales manager of the division. John H. Norton Jr., division vice president, announced that the appointment becomes effective today (Monday).

Mr. Stirton

Mr. Stirton replaced Gil Berry, who resigns Sept. 1 to become sales manager of the DuMont network Midwest Division [BROADCASTING, Aug. 8]. Mr. Stirton will work closely with Mr. Norton in supervising the sales and general operations of the division.

The new sales manager has been in radio for 20 years, having started in the NBC mail department in July 1929. Transferring to the network's artists department shortly after, he left NBC in 1937 to form his own talent management firm. When the Blue Network, ABC's predecessor, was formed in January 1942, Mr. Stirton became program director for its Central Division.

He was made general manager following his discharge from the Marine Corps in November 1945.

Walker Named Richards

BRADLEY A. WALKER, account executive for Eastern Air Lines at the Fletcher D. Richards Inc. agency, New York, was elected first vice president of the agency last week. Mr. Walker is also a member of the agency's board of directors.

OUTSIDE view of new $15,000 studios at WCSI Columbus, Ind., showing offices and newsroom. Completely air conditioned and soundproof, the WCSI building contains four studios, program offices and observation lounges.

ANA MEETING

40th Session Oct. 10-12

THE 40th annual meeting of the Assn. of National Advertisers will be held at the Waldorf Astoria in New York Oct. 10 through Oct. 12, William Connolly, chairman of the ANA's board of directors and advertising manager of S. C. Johnson & Son, announced last week.

Howard Chapin, director of advertising of General Foods Corp., has been elected as chairman of the Program Committee for that meeting.

The first two days of the session will be restricted to association members and invited advertiser guests as in the past. On the third day, representatives of advertising media and agencies also will be guests of ANA.

GOODMAN NAMED

Heads Gumbinner Agency

MILTON GOODMAN, executive vice president of the Lawrence C. Gumbinner Advertising Agency Inc., New York, was last week elected to the presidency of the firm. He has been with the agency for more than 20 years. Lawrence C. Gumbinner, relinquishing his presidency, became chairman of the board.

Gumbinner radio and/or television accounts include The Odell Co., Newark, using radio and television spots for Trol Hair Tonic; S. A. Schonbrunn Co., New York, radio spots for Savarin Coffee; Loft Candy Corp., Long Island City, radio; Chap Stick Co., Lynchburg, Va., radio participations; American Tobacco, who for Roi-Tan cigars recently purchased the CBS package *Leave It To Joan* expected to start Friday at 9 p.m. in September; Norwich Pharmacal Co., sponsor of *The Fat Man* on ABC, Friday at 8 p.m. for Pepto-Bismol.

Paul Gumbinner is radio and television director of the agency.

WYNN NAMED

'Atlanta Journal' Ad Director

RESIGNATION of J. Mac Wynn sales manager of WHAS Louisville, to become advertising director of the *Atlanta Journal*, effective Aug. 22, was announced last week. Victor A. Sholis, WHAS director, said Mr. Wynn's successor has not yet been selected and that Rodney Will of the sales department will supervise sales until an appointment is made.

Mr. Wynn

Mr. Wynn joined WHAS in November 1947, from the parent *Courier-Journal* and *Louisville Times*, where he had served since 1944 as promotion and public relations director of the Bingham properties. He had joined the *Courier-Journal* in 1929 as a classified advertising solicitor and in 1937 was promoted to national advertising manager.

As advertising director of the *Atlanta Journal*, Mr. Wynn will succeed John Ottley Jr., who has resigned to enter private business. The newspaper owns and operates WSB and WSB-TV Atlanta.

ITALIAN MARKET

Pulse Plans Sample Study

PULSE Inc. announced last week it is establishing a standardized sample for Italian-language studies in the New York metropolitan area.

Its sample will be based on distribution of Italian-language population in the area and will be identical on all such studies. Studies themselves will be available jointly to all radio stations on a participations-of-cost basis.

KBKW OPENS

Independent Starts Aug. 16

KBKW ABERDEEN, WASH., took the air Aug. 16. Independent station is owned and operated by Ben K. Weatherwax, veteran newscaster and sports announcer in Pacific Northwest.

Station was designed by Mr. Weatherwax as a combined operation with three studios and control and transmitter rooms. Combined unit is located at 701 East Heron Street, Aberdeen, with an additional studio and office in the Emerson Hotel, Hoquiam, twin city to Aberdeen.

Dick Crombie, former manager KBRO Bremerton, has been named manager. John Bradshaw, formerly with KVOS Bellingham, will direct the Hoquiam studios. Personnel also includes News Editor Bill Fox, formerly with KGY Olympia; Chief Engineer Dick Pooley, from WGRC Pendleton, Ore.; Combination Man Will Miller, formerly at KXLA Pasadena, Calif.

Other staff members include Bill Bloom, combination; Sam Whitacre, sales; Rosemary Welsh, women's programs; Bill Kalenius, continuity and production, and Frank Petty, sales.

AFFILIATES

NBC To Hold Convention

MOST of NBC's 170 stations will be represented at the network's annual affiliates convention at the Greenbrier Hotel, White Sulphur Springs, W. Va., Sept. 7-11, the network said last week.

Niles Trammell, NBC president, will head a group of key network executives who will meet with representatives of the affiliates. The agenda, although incomplete last week, will include discussions on fall program, promotion and publicity plans.

The network does not intend to schedule discussion of its administrative and operational reorganization [BROADCASTING, July 18], but the matter is of such interest that it was believed a reference to it would be difficult to avoid.

CASE HISTORIES

To Be Discussed by CFAC

AGENCY radio and video executives will discuss their work and give case histories in specialized clinics during the 13th annual fall educational series of the Chicago Federated Advertising Club.

Radio and TV sessions will be planned by a media chairman and his committee, as yet unselected. More than 300 persons are expected to enroll for the series, tentatively planned to start Sept. 19. Ten to 12 sessions will begin with four preliminary lectures, which all enrollees will attend, preceding five specialized clinics stressing media, production, copy and merchandising, and two open meetings in conclusion.

WHOM MOVE

Oral Argument Requested

CONTENDING it renders a specialized service in foreign programming to the entire New York metropolitan area and not Jersey City alone, WHOM Jersey City last week took exception to the FCC's initial decision which would deny the station's request to move its main studio to New York [BROADCASTING, July 25].

WHOM requested oral argument on the ruling of Hearing Examiner J. D. Bond. The station explained that a denial of its request, in the light of the examiner's reasoning that WHOM has a responsibility to program for local Jersey City needs, "would be a decision by the Commission that WHOM programming is not in fulfillment of the licensee's responsibility to operate in the public interest."

On the other hand, WHOM said, "a grant . . . would be consistent with the Commission's previous actions approving [WHOM's] proposals for programming . . . as a New York metropolitan area foreign language station and would enable it to better fulfill its representations to the Commission."

WHOM presently devotes 95% of its time to foreign language shows. Only 15 minutes per week are aired from Jersey City, the petition said. WHOM claims its foreign language audience includes some 5 million persons throughout the metropolitan area.

HOWARD MEIGHAN

On Hollywood Assignment

HOWARD MEIGHAN, CBS vice president and general executive, arrived in Hollywood last week to fill in for three weeks (alternating with J. Kelly Smith, vice president in charge of station administration), pending selection of a Western Division vice president.

He was understood, however, to have several additional assignments, including recommendations with respect to the appointment of a successor to Donald W. Thornburgh, now president of WCAU Philadelphia, in the Western Division vice presidency. He also is expected to negotiate for network television studio space, possibly including a theatre site, and explore the television film field.

'70-32-14-5'

WSB Atlanta has been running a series of ads in *The Atlanta Journal* depicting a human ear on part of which is written, "70 to 32 to 14 to 5." Figures are results of a Hooper survey of 123 broadcast periods checked during three months (April, May, June). "Of the periods checked," the ad states, "WSB was first in number of listeners 70 times, second station was first 32 times, third station was first 14 times and the fourth station, first 5 times. 70 to 32 to 14 to 5."

FM COVERAGE

Lowering of Requirements Proposed by FCC

RECOGNIZING the "economic problems affecting FM broadcasting," FCC proposed last Thursday to lower its minimum coverage requirements for both Class A and Class B stations.

The Commission also proposed to repeal its present prohibition against assignment of Class A FM stations in central cities of metropolitan districts having four or more AM stations. "There appears to be no further need for this restriction," FCC said.

Authorities predicted that the minimum-coverage changes, which FCC proposed to accomplish via revisions of its FM Rules, would mean little relaxation of requirements in the larger metropolitan areas but would allow a substantial reduction in total area covered by outlets in smaller communities.

The minimum standard would be the existing engineering requirements with respect to minimum field intensities over the community, city, or metropolitan district to be served. The size of the community would be largely controlling.

The change would be accomplished by removing the present minimum value of equivalent radiated power and antenna height.

Heretofore, Class A stations have been required to meet minimum standards providing for coverage over a radius of approximately 23 miles. For Class B stations in Area 1 (Northeast U.S.), those in cities of more than 250,000 population have had to serve over an approximately 27½-mile radius, while those in Area 2 (rest of the U.S.) have had to meet requirements equivalent to coverage over a 17-mile radius.

The Commission proposed no change as to maximum powers. It would retain minimum transmitter sizes of 250 w for Class A stations and 1 kw for Class B outlets.

FCC invited comments on its proposal until Sept. 16 and said oral argument would then be called if the comments warrant.

MONOPOLY

Further Hearings Slated

HOUSE Judiciary Subcommittee on Monopoly Power confirmed last week it will hold further hearings in October to re-examine antitrust laws and propose specific curative bills for introduction in the second session of the 81st Congress. Present series of hearings ended Aug. 5.

Chairman Emanuel Celler (D-N. Y.) already has indicated that NAB will be invited to appear on behalf of the industry to trace developments in the radio industry [BROADCASTING, July 18, 25]. NAB's general counsel, Don Petty, turned down an invitation to appear last month.

In a re-examination of previous testimony, Rep. Celler noted that witnesses had brought up the question of "concentration of power" in many industries, sometimes "as an obstacle to new enterprise or free experimentation" and noted the fall hearings wil serve to clarify "the American policy on these vital questions."

EXTENSION DENIED

By FCC in Two Cases

KJAN Opelousas, La., "on basis or apparent lack of diligence of permittee," last week was denied further extension of completion date by FCC. KJAN Broadcasting Co. Inc., permittee, had been assigned 1 kw fulltime on 910 kc, directional night. FCC said that if a hearing were requested within 20 days, the denial would be set aside pending outcome of the proceeding.

Meanwhile, the Commission last week also denied further time to Redlands Broadcasting Co. for completion of its Class A FM station at Redlands, Calif. Lack of diligence also was cited.

FM SURVEY

Chicago Assn. Seeks Data

DOOR-TO-DOOR survey of Chicago-area FM listening habits, including data as to why specific programs are heard and why FM sets are purchased, will be conducted in September by the FM Assn. of Chicagoland.

This was decided Tuesday morning at a regular board meeting, according to President Ralph J. Wood Jr., president and general manager of WMOR. The survey, which supersedes original plans to gain opinion on FM problems in monthly projects, will be participated in cooperatively by personnel of association member stations. A small sample of about 400 homes will be used because of high costs in this method of research, Mr. Wood explained.

Members of the group moved to keep confidential results of a similar telephone coincidental check on FM program preferences which was made a fortnight ago. "Results did, however, confirm our original statistics," the president said. Among them was the claim that 20% of radio homes in the area have FM.

In an effort to promote frequency modulation as an advertising medium, the association this fall will prepare an elaborate brochure for agencies and advertisers which will point-up with factual information product success stories involving local stations.

The FAC will follow its recent letter to FCC Commissioners on the low number of FM hours programmed by network stations in Chicago with letters reporting the same in formation for all stations, including independent FM outlets. "Our ultimate aim," Mr. Wood said, "is to have all of the network stations duplicate entirely."

Directors on the board went on record as being opposed to paid program logs, which the four Chicago dailies are instigating in September. (See separate story.)

WIFM ON AIR

FM Station In Elkin, N. C.

WIFM (FM) Elkin, N. C., owned and operated by the Yadkin Valley Broadcasting Co., went on the air last week on frequency of 100.9 mc with power of 350 w.

WIFM will operate 12 hours daily with 15 hours on Sunday and will serve three counties, Surry, Wilkes and Yadkin, which cover a large industrial and agricultural section of the Yadkin Valley. Station employs UP news service and Capitol transcription service. Equipment is R. E. L. transmitter, Raytheon console with Gates turntables and Andrews antenna.

Sole owner of WIFM is John A. Hinshaw. George C. Yarbrough, formerly with stations in North Wilkesboro and Lenoir, is general manager. Program director is Charles W. Whipple III, formerly with WIRC Hickory, WMAP Monroe, WIST Charlotte and WGTL Kannapolis. Other members of staff include Clay Watts, announcer-salesman; Harry Johnson Jr., announcer; Hassel Bailey and John Maines, engineers, and Miss Vicky Alexander, receptionist-stenographer.

KMAC STUDIOS

Open Formally With 5 kw

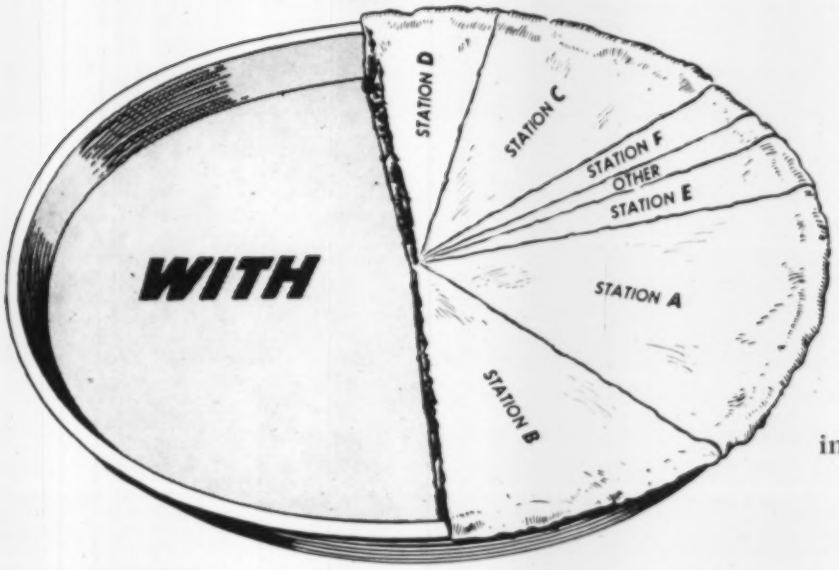
POWER increase from 250 w to 5 kw marked the formal opening of a new building housing the facilities of KMAC San Antonio, Tex. The station, licensed to The Walmac Co., operates on 630 kc. Howard W. Davis is owner and general manager. KMAC is an affiliate of MBS and Texas State Network.

The building, which also houses KISS, KMAC's FM outlet, it at 222-224 W. Commerce St., San Antonio. Twenty-seven air-conditioned studios and offices occupy the entire third floor, with all rooms completely remodeled and refurnished with the latest equipment. Plans and construction of new facilities took over two and a half years.

Katherine Sorensen

MRS. KATHERINE SORENSEN, 45, wife of Roy A. Sorensen, owner of Sorensen & Co. agency, Chicago, died Aug. 8, apparently as a result of suffocation. Survivors, in addition to Mr. Sorensen, are two sons, Robert, 12, and Randall, 10.

Another reason why WITH is the best buy in Baltimore!



BARBER SHOPS—This chart shows the percentage of radios playing in barber shops tuned to each Baltimore Station. 49.3% were tuned to W-I-T-H.

The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in barber shops, for instance, *of all radios playing, 49.3% were tuned to W-I-T-H.* Our nearest competitor was tuned in on only 16.2% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your *best buy in Baltimore.* If you haven't already received a copy of this survey, we'll be happy to send you one.

*"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.

WITH

BALTIMORE, MD.

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

CHICAGO LOGS

Fee for Extra Listings

TWO CHICAGO dailies have jumped on the *Chicago Tribune* bandwagon and will charge stations and sponsors for extra newspaper program listings starting next month [BROADCASTING, July 25]. They are the *Daily News*, which made an official announcement last week, and the *Herald-American*, a Hearst paper. The fourth major Chicago daily, the *Sun-Times*, is expected to follow suit shortly.

Although unpaid listings on popular AM, FM and TV features will continue to be printed, the three papers are conducting an all-out drive for advertisers. Coordinated log formats and rate schedules were pre-determined at a general meeting of advertising executives from the four papers which was called by Chesser Campbell, Tribune Co. treasurer. The *Tribune*, owner of WGN, WGNB and WGN-TV, was first to go into action after this discussion. It recently announced sale of from three to 14 lines at a daily line cost of $2, with $2.50 for Sunday listings, effective Sept. 6.

The *News*, which starts the system Sept. 12, and the *Herald-American*, which begins its listings Sept. 6, will charge $1.25 per line per day, with no frequency discounts. Unpaid listings will be printed "as a public service," representatives of the papers report.

Sponsors or stations buying the most lineage will be given top position in each time bracket. An asterisk will denote a paid listing in all the papers.

Both the *Tribune* and *News* last week circulated a press proof of a sample log. In the unsigned letter from the *News*, which accompanied the proof, it was stated "We feel there is no reason for radio and television advertisers to be alarmed. In fact, it should help both the station and the advertiser, through this medium, to be of greater service to the reading and listening audience."

Opposition seems to be unanimous among station executives queried by BROADCASTING. One of the first organized groups to voice its disapproval is the FM Assn. of Chicagoland. (See separate story.)

Hardy Feted

RALPH W. HARDY, assistant manager of KSL Salt Lake City and recently appointed director of the new NAB Audio Division, was honored at a luncheon given by the Salt Lake Executives Club. Mr. Hardy has been feted by other civic and church groups in Salt Lake City. He assumes his new office Sept. 1.

GIVING LAST MINUTE instructions on use of "Minitape" recorder to Marjorie Cooney, director of women's activities, WSM Nashville, Tenn., are George Reynolds, WSM chief engineer and Aaron Shelton (r), studio supervisor. Miss Cooney sailed for six week tour in Ireland, England, France, Switzerland and Italy on *Ile de France*, July 30.

'AUDIO FAIR'

AES Will Sponsor Event

AUDIO ENGINEERING Society is sponsoring what it claims to be the Nation's first "Audio Fair" to be held Oct. 27-29 at the Hotel New Yorker.

At a meeting Tuesday in New York to explain the purpose of the fair, Charles J. LeBel, president of the society, said technical papers on the latest advances in the audio field would be presented along with the exhibits. A report made at the meeting indicated that 50% of the exhibit space has already been contracted for. Microphones, loudspeakers, amplifying equipment, recording and reproduction equipment will be among the items demonstrated.

Mr. LeBel also explained that it was decided to hold the fair in a hotel rather than a big exhibit hall so that each exhibitor might have a private room in which to show his sound effects. He pointed out that equipment exhibits for audio products in the past have hampered such demonstrations in the interests of preventing bedlam.

The Audio Society is adopting as its convention theme the principle—"If it doesn't sound good, it isn't good," said Mr. LeBel.

LANG-WORTH INC.

Board Changes Announced

REALIGNMENT of the board of directors of Lang-Worth Feature Programs Inc. has been announced by President C. O. (Cy) Langlois in line with conversion of the Lang-Worth library to the new eight-inch transcription.

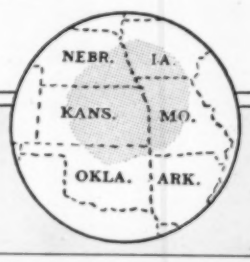
John D. Langlois becomes secretary of the corporation, in addition to his duties as eastern sales representative and advertising agency contact. Cy Langlois Jr. is named treasurer and will be in charge of plant and studio operations in Manhattan, Long Island City, and Maspeth, L. I. Pierre Weis continues as vice president in charge of national sales, while W. O'Keefe remains as vice president in charge of artists and repertoire.

SOLD TO BUY YOUR PRODUCT!

Kansas farmers are selling the third largest wheat crop on record. And they're *spending* this staggering cash income. They're building, remodeling, refurnishing. They're buying both staples and luxuries. Yes, luxuries—just take a look at the latest Level of Living figures for Kansas farm homes.

But here's what's important to you! *These families are buying more WIBW-advertised goods than any others.* That's the final proof of WIBW's acceptance and sales influence among the farm families of Kansas and adjoining states. Let us prove it for you, too—by INCREASED SALES.

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

WKJG PURCHASE

Set by WFTW Ft. Wayne

NEGOTIATIONS for purchase of WKJG-AM-FM Fort Wayne, Ind., by WFTW, Fort Wayne daytimer, were completed last week subject to FCC approval.

The owners of WFTW plan to use the 1380 kc, 5 kw facilities of WKJG along with WKJG's transmitter and Mutual affiliation, while retaining WFTW's studios. The license of WFTW (1090 kc, 1 kw, day) and permit for WFTW-FM will be returned to the Commission.

The merger is being accomplished through H. L. Popp and Clarence Schust, minority stockholders of WFTW's licensee firm, Fort Wayne Broadcasting Inc. They will acquire all the stock of Northeastern Indiana Broadcasting Co. Inc., operator of WKJG and WKJG-FM. Fort Wayne Broadcasting will then be merged with Northeastern, which will be the surviving corporation.

The sale involves a total of approximately $162,000 in money and obligations assumed by Fort Wayne Broadcasting and Messrs. Popp and Schust.

After the merger, Messrs. Popp and Schust will each own 28% of Northeastern, the surviving firm, as compared with their present combined holdings of 21% in Fort Wayne Broadcasting. President and General Manager E. G. Thoms, and Walter Thoms, Indianapolis drug store owner, who have had 33.75% each, will have 18.56% each. The remaining interests will be held by present minority stockholders of WFTW: Earl Groth Jr., whose family owns a Fort Wayne department store; President John A. Toothill of Burns-Smith Co., station representative, and Herbert Willis, Fort Wayne attorney.

Present owners of WKJG are William A. Kundel 3d, who controls 62.5% as administrator of the estate of William A. Kundel Jr., and Gilmore S. Haynie.

The two stations are continuing their respective operations pending FCC approval of the transfer. Applications for Commission consent are being prepared by the Washington law firms of Pierson & Ball representing WFTW and Dempsey & Koplivitz representing WKJG.

WFTW went on the air Aug. 10, 1947, and WKJG commenced operations three months later, Nov. 15, 1947.

CAPT RESIGNS

Directed Census Bureau

JAMES C. CAPT, 60, director of the Census Bureau since April 1941, resigned Tuesday because of ill health. Philip M. Hauser, professor of sociology at U. of Chicago and a member of the United Nations Population Commission, was named to fill the post temporarily.

Mr. Capt

Mr. Capt. had been in ill health following a kidney operation some months ago, but had remained in active charge of the bureau during preparations for the 1950 decennial census. He joined the bureau in 1939 as assistant to director William L. Austin in assembling the staff for the 1940 census.

IBEW-CBS TALKS

Seek New Sound Men Contract

IBEW's Local 1212 in New York began bargaining Tuesday with CBS for a new contract covering 20 sound effects men in the New York area, it was announced by Charles Calame, business agent of the local.

The union is seeking for the sound effects men parity in wages with technicians who the week before closed a CBS contract calling for a top of $128.50 [BROADCASTING, Aug. 8]. Top for sound effects men presently is said to be $120 weekly. The union is also seeking an 8-hour day, 40-hour week instead of the present 40-hour week which permits a 10-hour day.

HR + LC + 50,000 WP = RESULTS

WHAT IS IT?

➤ *See Centerspread This Issue* ➤

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

He Doesn't Let It Grow Under His Feet

Manicuring the lawn with a mechanized mower or trimming the ears off a "shilly-shallying fuzzy-duzzy," he is a tireless worker who cuts through grass and the complexities of big government with equal facility.

As a widely listened-to network news commentator, he brings his intense energy to bear nightly on "the top of the news as it looks from Washington." His aggressive reporting has built a weekly audience estimated at 13,500,000, great numbers of whom regard him with esteem akin to religious fervor.

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program—is the original "news co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

THE LATEST WCKY STORY

HIGH RATINGS

Average Rating 5.30-7.00 PM Mon-Fri*

WCKY	**8.1**
Sta A	4.8
Sta B	5.7
Sta C	6.1
Sta D	4.5

LOW RATES

Open ¼ hour rate 6.00-8.00 PM Cincinnati Stations

WCKY	**$120.00**
Sta A	100.00
Sta B	136.00
Sta C	479.00
Sta D	120.00

POWER

WCKY	**50.000 Watts**
Sta A	250 watts
Sta B	5,000/1,000 watts
Sta C	50,000 watts
Sta D	5,000 watts

RESULTS

"Since using WCKY . . . our sales in Cincinnati have increased better than 30% and our sales in the Southern States had an increase even higher."

Mel A. Block, President
BLOCK DRUG COMPANY

"Announcements on WCKY . . . proved successful beyond our expectations . . . we were completely sold out of Hot Point washers in less than 3 weeks."

Ray Worrell, Sales Promotion Manager
G-E Supply Co., Cincinnati.

(—Cincinnati Pulse, May-June 1949)*

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

A proven formula for successful time buying in Cincinnati

High Ratings + Low Cost + 50,000 Watts Power

= RESULTS

Remember . . . For results in Cincinnati

YOUR BEST BUY IS WCKY

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St.
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati: Cherry 6565
TWX: Ci-281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

The Rating Season

ONE OF these days radio is going to do something about regaining control of its own business. It should do this voluntarily, but if it doesn't, the decision will be forced upon it.

We refer, of course, to program ratings. A few hundred telephone calls in a few dozen cities, or a few thousand recording devices in a handful of metropolitan areas now more or less govern a half-billion dollar business. There are no standards. Yet time is bought and sold on them, without regard to the soundness of the techniques.

It is because of these surveys—call them Hoopers or Nielsens or Conlans—that radio in recent years has gone giveaway berserk. A giveaway is a sure-fire rating builder. Advertisers generally buy the ratings.

It may be sheer coincidence that newspaper advertising has made great gains in these post-war years when the radio giveway has taken over. The newspapers learned their giveaway lesson long ago. So did the movies.

The ratings are applauded by those networks and stations which, for the nonce, may be on top. They are damned by all others. You really can't blame the rating services (despite incredible disparities). They deliver what the traffic will bear, and they'll continue to operate on the same bases as long as there are customers to pay the freight.

There are those who take this situation lightly. The giveways, they say, will run their course. But they forget the free rides of the manufacturers who give things away like mad for the air credits, and who therefore buy no time of their own. They forget also, that the competitive media are making deeper inroads and that when, inevitably, the change must be made, radio will start not at scratch, but behind it.

Everyone deprecates "buying" of audiences. The NAB Standards of Practice, which in these buyers' market days appears to be a voice in the radio wilderness, states:

> "Any broadcasting designed to 'buy' the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided."

Voluntary adherence to that principle would bring an end to the giveaway. And it would end the artificial stimulation of audiences, which in turn would take a big nick out of the ratings. But to think that giveaways will be terminated overnight short of an official edict from Uncle Sam is illusory.

The answer will come in the establishment of survey standards. A year ago it was proposed that Broadcast Measurement Bureau broaden its scope to include an overall measurement operation. But there was timidity in radio ranks. And then BMB itself was confronted with a survival fight. Today there's lip service to radio's own ABC of audience surveys—but it's practically an inaudible whisper.

Where's the leadership? Is NAB the logical source? President Justin Miller, in his new role of executive manager as well as inspirational leader, should initiate action—before the NAB (or some other organization) is forced to undertake it. We have our misgivings about association committees. They're usually about as good as the men who serve. There are qualified men in the NAB if Judge Miller will reach out. There's no job more basic for the economic welfare of radio.

One Down; One to Go

MANY RADIO observers are still rubbing their eyes in amazement over the passage last week by the Senate of the revised McFarland Bill (S 1973). There wasn't a murmur of opposition.

The surprise was engendered because it is the first major legislation dealing with radio to pass either House of Congress in the last 15 years. The fact that the measure passed by unanimous consent certainly is indicative of the feeling that reforms are needed in the regulation of radio. It is a tribute to the leadership of Chairman Ernest W. McFarland, who ram-rodded the measure through his Communications Subcommittee, the Interstate Commerce Committee and now the Senate.

The bill goes to the House. It is still confronted with a race against adjournment—which both sides covet in these sweltering days.

The McFarland Bill may not be perfect; legislation rarely is. But it's the closest approach to reasonable legislation designed to fit modern communications problems we've yet encountered. We hope the House, with its eye on the clock and its mind on the taxpayer, will follow through in tempo with the Senate. We have no doubt that the President will sign the measure forthwith with gusto.

A BRITISH Government Commission is studying the BBC to determine whether the state monopoly system, underwritten by a $4 annual license fee on receivers, should be continued. As always we assume consideration will be given to the "American Plan" of commercial sponsorship, if a change is to be made when the BBC charter expires in 1951. Instead of restricting its study to BBC bureaucrats, interested in perpetuating themselves in office, the Beveridge Commission would be well advised to get the "American Plan" story at first hand—from Americans. Why not invite our network heads or representatives of the FCC to testify? And why not turn to the commercial broadcasters of their own Dominion of Canada?

Double-Talk in Red

WHERE THERE'S red smoke there's usually Communist fire. That applies to the creative and artistic end of radio as it does to the other arts and professions.

Therefore, efforts to gloss over talk of possible Communist infiltration of radio is dangerous. And that's why the current discussion in New York radio and talent circles about the existence of a "blacklist" barring performers from programs because of Communist sympathies shouldn't blandly be disregarded.

Communists and Communist sympathizers have no place on our air. It is the *duty* of the station licensee (and the network to which a portion of that responsibility necessarily is delegated) to ascertain that those who harbor views contrary to our form of government be denied access to our microphones.

Union small-talk about unions assuming responsibility is magnanimous but meaningless. It is not *their* job.

Radio memories would be short indeed to forget the performances of the Lord Haw Haws, the Axis Sallys and the Tokyo Roses. Or the armed guards around station transmitters and the "no admittance" signs at studios; the bans on audience participations and Man-on-the-Street pickups.

Can you conceive of anyone more potent when an emergency strikes than the man at the mike—the network mike? That should be sufficient to guide broadcast management in the screening of personnel.

Our Respects To—

CHARLES MICHAEL MICHELSON

RADIO PEOPLE from coast to coast call transcription man Charles Michelson one of the friendliest men in radio. As president of Charles Michelson Inc., his name has become a synonym for goodwill.

It is a well established fact that the success of any business depends in large part on the goodwill existing between customer and supplier. In the radio programming business this fact takes on even added significance and Mr. Michelson recognized it early in his career. He holds firmly to the belief that there is no effective substitute for personal contact and his own unique success as a radio producer bears him out.

Station men from practically every town and city in the country know Mr. Michelson personally and feel free to call on him any time to discuss their problems and ask his advice about programs. His New York office is regarded by station men as a clearing house for transcribed programs. Here, he often arranges group meetings for program discussions and he is frequently consulted about personnel problems. More than a few production men have found good jobs in small stations through him.

Records show that a large proportion of approximately 2,000 radio stations in this country use Mr. Michelson's transcribed programs or his sound effects records. He knows the needs of the smaller stations because he has visited most of them and studied their problems and requirements first hand.

Charles Michael Michelson is a native New Yorker. He was born Aug. 26, 1909, and was educated at De Witt Clinton High School and Columbia U., where he served as manager of the baseball team. He studied economics and his first job was with the New York Stock Exchange. After a brief apprenticeship there, he entered the exporting field as manager of the electrical division of Michelson & Sternberg Inc., an exporting firm that handles a number of international accounts and is presided over by his father.

In 1934, Michelson & Sternberg Inc. received an inquiry from one of its accounts in Australia that was to change the whole course of young Charles' life. Could Michelson & Sternberg, the client wanted to know, find some transcribed American radio programs for their market? This was at the time when commercial radio was just getting started in Australia. The job was handed over to the young electrical manager and he found himself scouting about in an unfamiliar field looking

(Continued on page 40)

FROM mountain goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairie. Music that helped push the Covered Wagon across the western plains, music that told of a dying day and a new tomorrow—this is America's music whether it be in Two Forks, Nebraska or right here in New York where 13,000,000 people live in an area smaller than a Texas ranch.

ROSALIE ALLEN, nationally acclaimed sweetheart of the prairie, presents her program of America's music nightly on WOV from 9 to 11:00 P. M. Her loyal responsive audience 64% of whom are women has a record of sales results and listener loyalty that keeps her program in constant demand.

WOV has recently completed a special Audience Audit on Rosalie Allen's Prairie Stars, a program of proven sales effectiveness for every type of household product. We would like to show you how you can "TAKE THE GUESS OUT OF BUYING" by buying

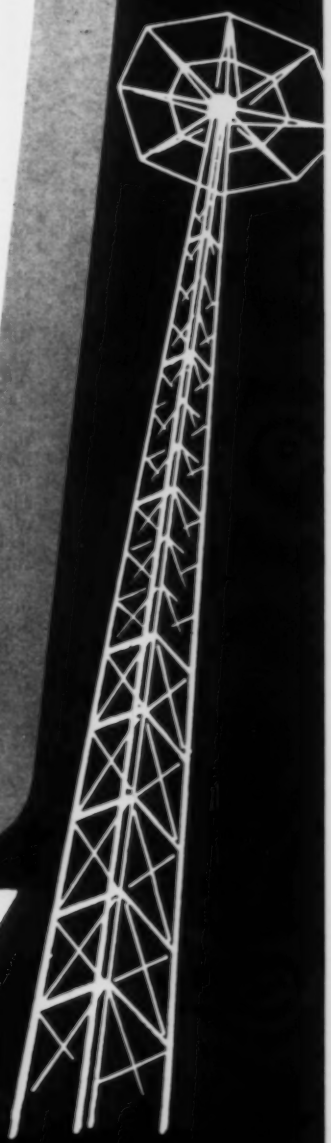
PRAIRIE STARS

a WOV production

Presented by

ROSALIE ALLEN

Monday through Saturday 9 to 11:00 P. M.
Now selling for Fall and Winter sponsorship.



Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

Respects

(Continued from page 38)

for a program guaranteed to entertain the Australians. It wasn't an easy assignment and before he had finished with it, he had made an important discovery—namely, that the transcription business was still largely in the trial and error stage.

Mr. Michelson saw it was an unexplored field with great possibilities not only for export business but also for local domestic development and decided to do a little investigating. He started on a cross country tour to find out what small stations wanted in the way of transcriptions and how much they could pay for them. He soon discovered that they all wanted network quality shows at low local rates. This sounded like a tall order, but Mr. Michelson decided that it probably could be done if he could find some programs that had wide enough appeal.

He went back to New York and organized Charles Michelson Radio Productions, one of the first independent producing firms to specialize in open-end transcriptions. Not forgetting his earlier experience, he also made a thorough study of the Australian market and questioned visting businessmen regarding the radio tastes of their countrymen. *Omar, the Wizard of Persia* enjoyed the distinction of being the first transcribed show Mr. Michelson sent to his waiting listeners Down Under and it proved so popular that several hundred others of Mr. Michelson's choosing have followed during the intervening years.

The open-end transcription business got a big push from Mr. Michelson in 1939 when he negotiated arrangements with Street & Smith Publications to transcribe *The Shadow*. Within a short time, that program was heard live or transcribed in French, Spanish and Portuguese for export. Special recordings also were made for the Australian market.

As the years passed, Mr. Michelson added more and more programs to his transcribed repertoire. *The Avenger, Count of Monte Cristo, Smiling Ed McConnell, Chanou, the Magician, Blackstone, Magic Detective*, and *The Sealed Book* are just a few of the varied types of programs he has to offer. In all, he's been responsible for the national distribution of more than 125 program series.

An amusing incident occurred during one of his trips when a wire from Mrs. Michelson announcing birth of their boy in New York reached the former high Democratic party official of the same name in Washington. The baby was three days old when Papa Michelson got back to New York and heard the news.

On his visits to small stations he was displeased with their playback equipment. To get better reproduction of his programs he built his own portable playback and found a good market for the device.

Starts Sound Effects

Mr. Michelson entered the sound effects record business in much the same way. Station managers often complained to him about how limited in type the available sound effects records were. After making certain that this feeling was practically universal among small station men, he approached Harry Gennett Jr. and relayed these suggestions about enlarging his sound library. The result was he became one of the largest distributors of sound records in the country. His firm distributes both the Gennett and Speedy-Q sound effects libraries. Now the small stations just tell him what they need and he locates the proper record—or has one made.

Many of these specialized sound records did service during the war. Recordings of gunfire, airplane motors, etc., were used in training troops and his recordings of the U.S.A. 16-inch naval guns which he made during the war at the Naval Proving Grounds in Dahlgrin, Va., were used by Montgomery at El Alamein to confuse the Germans.

He believes that transcribed shows, to be successful, must be one step ahead of live shows, pioneering in the field of cooperative transcribed program development. His method is to sell a sponsor the idea of making the records, then go out and sell the distributors, in cooperation with the stations, the program and time on local stations. The unique success of *Blackstone, the Magic Detective* on 150 stations proves that the ET cooperative idea is a natural for some sponsors.

Mr. Michelson also introduced Canada's popular program *The Happy Gang* to U.S. audiences via transcriptions and *Musical Comedy Theatre* from Australia.

Some six years ago, the Michelson firm branched out to include live package shows and such programs as *Nick Carter*, and *Chick Carter* and *Frank Merriwell* were offered and placed under the Michelson banner. His current live package shows include *Horatio Alger, The Witches' Tale* and *The Avenger*.

Looking at TV, Mr. Michelson again demonstrates his interest in the small station. They'll want network talent for TV at local rates and the only answer to that at present is special TV films which he hopes to be able to offer in the near future.

Though he's on the road a lot, Mr. Michelson finds time in summer to enjoy his country home in Connecticut with his wife, Vivian (nee Worth), and their sons, Bobby, 6, and Stephen Paul, born this July 28. This leisure time is largely devoted to boating, an enthusiasm shared by all the Michelsons. Mr. Michelson is a member of Templar Knights Club and a Beta Iota Phi.

Gifts From WNAR

WNAR Norristown, Pa., is celebrating its third birthday this week and, in so doing, is reversing the usual procedure. During the week, between the hours of 6:15 and 8 p.m., WNAR will present its advertisers with a gift in the form of free air time. Howard W. Kriebel, WNAR commercial manager, says the gift is in appreciation of time bought by advertisers in the past.

THOMAS BEECHAM
WQXR Fall Series Planned

A SERIES of weekly programs, *Sir Thomas Beecham Turns the Tables*, featuring the internationally known conductor, will be presented by WQXR New York starting in the fall.

Arrangements for the programs, for which Sir Thomas will act as musical commentator, were concluded in New York between Towers of London Ltd., represented by Oliver W. Nicoll, vice president, and the New York station.

Sir Thomas Beecham records the commentary for his new program to be heard on WQXR.

* * *

The first 26 programs will be produced in London and will be 55 minutes in length. The conductor is currently transcribing the commentary for the programs, music for which will be provided by records, for the most part by orchestras conducted by him.

WICH
Norwich, Conn.

In Eastern Connecticut it's WICH—the station for complete coverage in New London County.

Norwich—the Shopping Center of Eastern Conn. $38,000,000 retail sales in 1948.

250 WATTS - 1400 KC
(FULL TIME)

JOHN DEME, GEN. MGR.

A Service of Broadcasting Newsweekly

AUGUST 15, 1949

TELECASTING

INTER-CITY TV RELAYS

AT&T Expansion Plan Approved

FURTHER expansion of AT&T's inter-city television relay facilities was approved by FCC last week through granting of construction permits for new microwave circuits between several cities.

New circuits approved for both television and telephone use, are between Pittsburgh and Chicago, Chicago and Des Moines, Albany and Syracuse, Richmond and Norfolk, and Madison, Wis., and Milwaukee. Total estimated cost is $17,800,000.

The authorizations support the telephone company's announcement last December that it planned to triple its existing facilities within the next two years to keep pace with the ever increasing demand for more TV network channels [TELESTATUS, Dec. 6, 1948; May 30 and June 6, 1949].

The Pittsburgh-Chicago radio link, involving 20 intermediate stations, will parallel existing coaxial cable facilities which have been in use for some months between New York and Chicago. Two new TV channels in each direction will be provided. Radio link already is installed from Pittsburgh to New York. Some 1,900 channel miles are involved. Total cost of the microwave chain is estimated at $12 million.

Chicago-Des Moines Link

From Chicago to Des Moines will be built 14 intermediate stations covering 1,000 channel miles. Two TV channels to Des Moines and one channel in the opposite direction will be provided. The link includes Minneapolis and St. Paul. Coaxial facilities already are available from Des Moines to Minneapolis. The Chicago-Des Moines radio link will cost $4 million, FCC reported.

Five intermediate stations will provide two TV channels between Albany and Syracuse. Branches also are to be provided to Schenectady and Utica, FCC said. Cost of this installation, covering some 290 channel miles, is estimated at $1,055,000. Coaxial service already is provided between New York and Albany.

One TV channel is to be provided from Richmond to Norfolk, involving four relay stations, at estimated cost of $635,000. Distance is 85 channel miles. Richmond already receives network TV service via Washington.

Ready for Grid Season

The Madison, Wis., to Milwaukee link is expected to be completed in time to relay U. of Wisconsin football games from Madison during the coming season. Four relay stations are to be used and construction cost is $110,000. No estimate has been given as to when the other relay projects would be completed.

VIDEO CO-OPS

BAB Releases List

FIRST BAB dealer co-operative advertising releases produced especially for television stations are currently being mailed to member stations.

Seven manufacturers are named who share time costs with their dealers for local video advertising, and one advertiser is listed who produces filmed commercials complete with tie-in identification for local merchants. The TV service is identical to the five-year old AM-FM format. The services for TV and AM-FM operate on a continuing basis. Details on advertisers who have cooperative policies are released as rapidly as verified by BAB.

WORLD SERIES

Television Rights Still Undecided

WORLD SERIES telecast rights will cost more than last year, but final decision on price will not be made until Baseball Commissioner A. B. (Happy) Chandler returns to Cincinnati this week from a road-trip. He is empowered to set the final figure.

This was reported to BROADCASTING late Thursday by Walter W. Mulbry, secretary-treasurer of baseball, after a closed session conducted early that morning by the commissioner. He talked with members of the major and minor leagues executive council, including William DeWitt of the St. Louis Browns and Frank McKinney of the Pittsburgh Pirates.

Although "no specific discussion concerned television," Mr. Mulbry said a Brooklyn theatre-owner submitted to the group a proposal for adapting the series to large-screen TV. Decision on his presentation will be made later, according to Mr. Mulbry.

Cost Will Be More

He said the cost for Series rights "will certainly be more than last year," which was $140,000 paid by Mutual. Some provision will probably be made for post-game theatre and television showings also. Identity of the purchaser will not be announced for a month, he said.

Paul Jonas, Mutual sports director, was in Chicago at the same time to confer with the commissioner Thursday afternoon. He also helped with production on Mutual's broadcast of the All-Star Football Game from the city's Soldier Field Friday night. MBS President Frank White was also in town.

Mr. Jonas outlined the arrangement by which MBS has exclusive AM rights through 1951. Mutual had exclusive television rights last year, and has first and last refusal as specified in a renewal clause of the contract, he explained.

There was speculation that the series telecasts would be carried on a single network, rather than on a pooled basis as last year. In that event, in view of Mutual's option on TV rights and Mutual President White's former association with CBS, it was felt CBS-TV holds the preferred position.

Queried about expected price, Mr. Jonas said several figures have been speculated about but none has been set. He explained the original cost set by the commissioner last year was $175,000, but that this was lowered to $140,000 because of delay in installation of the coaxial cable which prevented games being shown in the Midwest.

Both men agreed the games would "very definitely" be telecast.

Gillette will again sponsor the AM broadcasts on Mutual. Gillette also sponsored the telecasts last year.

ELLEN STERN, promotion manager of KPIX and KSFO San Francisco, came out in top spot in the national contest sponsored by Crosley Division of Avco Mfg. Co. for "outstanding audience promotion" of the NBC TV quiz show, *Who Said That?* Here she receives first-place award, a Crosley 9-403 TV set, from Earl Germaine (r), Pacific Coast regional manager for Crosley. Aiding in presentation are (l to r) Ralph Stoddard, advertising and sales manager of California Electric Supply Co., and Lou Simon, commercial manager of KPIX (TV) San Francisco.

TV PROPOSALS

Briefs Flow Into FCC

COMMENTS on FCC's proposed changes in TV allocations and standards began to flow into the Commission last week as preparations were made to handle the large volume expected by deadline Aug. 26. Briefs so far range from comments on color TV to experimental reports and requests for specific allocation.

FCC a fortnight ago postponed its comprehensive hearing on television from Aug. 29 to Sept. 26 at the demand of industry for sufficient time to prepare for the complex proceeding which will fix the future pattern of the visual medium [BROADCASTING, Aug. 1]. Deadline for comments was moved from Aug. 8 to Aug. 26 and that for filing replies from Aug. 19 to Sept. 12.

Geer Requests Appearance

Dr. Charles Willard Geer, professor of physics at the U. of Southern California, requested permission to appear and testify at the hearing concerning his system of simultaneous electronic color television. He described the design of the receiving system as "rugged, simple and inexpensive" and which "promises to bring color reception at a small fraction of the cost of competing systems."

Dr. Geer's petition outlined filing of his patent application for the system in July 1944 and its conflict with a similar patent application reported filed in August of that year by Dr. Alfred Goldsmith through Samuel B. Smith, RCA attorney. Following investigation by the Patent Office board of examiners, Dr. Geer said, he was unanimously awarded priority of invention on all counts in September 1948 and a patent is due to be issued in September.

The 40 claims of the patent, Dr. Geer informed the FCC, cover methods of producing the three primary colors for direct viewing within the cathode ray tube. Using a serrated screen of various design and cross-section, he explained, phosphors are deposited upon these serrated facets in such a way that the gun receiving the blue color signals plays only upon the blue phosphor, etc. The screen's shape may be produced by an inexpensive stamping operation, he said.

KPRS Olathe, Kan., cited several reasons why it thought the proposed TV allocations are unsatisfactory. These included: The minimum power requirements eliminate small community stations because of prohibitive construction cost; the allocation plan assumes that VHF television is an accomplished fact while it yet is to be proved commercially and engineeringwise; it's doubtful the public will pay $75-100 for UHF converters while VHF service is available; directional antennas should be allowed to permit for stations in areas that can use the service.

Likewise, W. H. C. Higgins, West Orange, N. J., suggested economic factors also must be considered, as "service" is not provided merely by channel allocation. He recommended temporary operation be permitted powers less than 10 kw where good service would be afforded. Mr. Higgins also asked that proposed Channel 28 be assigned the LaPorte-Michigan City, Ind., area, his home town, because of terrain and coverage problems.

KFEL-AM-FM Denver reported on the operation of its experimental TV station W10XEL in 500 mc band. Station has been using pulsed emission, 200 kw peak, on 493 mc. Pulses have been received at maximum distance of 23 miles, KFEL said, with the transmitting antenna only a few feet from the ground. Other tests showed that pulse amplitudes did not diminish to noise levels until either a major land barrier intervened or until a distance approximating the theoretical horizon was reached. Clear pulses were observed up to 65 miles with the transmitter about 2,000 ft. above local terrain, the station said.

Since no UHF channels are proposed for Denver, KFEL said it was undecided about further experimentation. Its W10XEL project has cost $26,900 to date, station said. KFEL suggested that color television may have great potential in the long range picture but that its consideration at present will only serve to delay reallocation almost indefinitely to the economic advantage of operating TV stations and manufacturers.

Sen. Francis J. Myers (D-Pa.) has written Acting Chairman Paul A. Walker in opposition to the proposed reduction from four to three of channels allocated Philadelphia. He indicated the plan does not measure favorable with assignments to other big cities.

WHBY Green Bay, Wis., filed for allocation there of Channels 11 and either 9 or 13. Several alternative plans for providing the channels were submitted.

Sets Up Special Files

FCC has taken special steps to handle the volume of comments and briefs due to be filed. The public reference dockets have been separated into two major parts. Part I contains all material up to the Commission's notice of further proposed rule making issued in July [BROADCASTING, July 18]. All material since that notice will go into Part II and will be filed according to state. General comments also will be given a separate folder.

Thomas E. Corbett, author of *New Destinies for Television*, has filed copies of his booklet with the Commission. It contains proposals for a system of "metered television" whereby set owners would be billed for program service. It is claimed the system would allow reduction of "objectionable" commercials on the air since sponsors could use advertisements in a magazine that customers would have to buy in order to know which "ticket" to place in their meter to unscramble the picture. The booklet further considers the economic and social factors of TV.

NBC-MOVIE TV

Aid Promised To Fabian

NBC will aid Fabian Theatres in its theatre television programming problems, according to Charles R. Denny, executive vice president of NBC, in a letter to S. H. Fabian, president of Fabian Theatres.

Mr. Denny promised that NBC would do what it could to make programs available to Fabian "on a reasonable basis."

Announcement of the cooperation between the network and theatre chain was made last week although only the week before reports that such a relationship was in the making were neither confirmed nor denied [BROADCASTING, Aug. 8].

The reports of such cooperation grew after it became known three weeks ago that Mr. Fabian's company signed the first contract with RCA for the purchase of theatre-TV equipment. Fabian hopes to have the $25,000 worth of gear contracted for, installed by Christmas in its Fabian Fox Theatre, Brooklyn.

NBC made public an exchange of letters between Messrs. Denny and Fabian. The latter sought programming help in the interests of theatre television and as an aid to promoting telecasting itself. Mr. Fabian's letter said:

"At a prior meeting with Mr. Carleton Smith of NBC television, we expressed our desire to reach some operating understanding with NBC whereby it would be possible to obtain broadcast and specially designed NBC television programs for our theatre television. . . .

"In view of the imminence of our programming problem however, we would like to have a general understanding of whether NBC will do everything reasonably possible to make available to us at a reasonable fee such NBC television programs as we may request and also make every reasonable effort to obtain sponsors, promoters and legal clearances, where necessary and possible."

In answer, Mr. Denny wrote that although clearance of rights to programs for television would be very complicated in many instances and even impossible or impracticable in others, NBC would do what it could to help.

Mr. Denny said NBC also had given thought to creation of specially-built TV programs for use in the Fabian theatre. On this matter, he said NBC could not proceed further until it got more complete specifications but that when such information was furnished, NBC would be pleased "to give you quotations on the production of specific programs to fit your specific needs."

Despite the problems involved, Mr. Denny made this commitment:

"Nevertheless, we will do what we reasonably can to obtain or assist you in obtaining appropriate rights in order that such of our programs as you may request us to clear for use in your Fox Theatre, Brooklyn, may be made available to you for that purpose on a reasonable basis."

He closed with the statement that NBC felt "much good" can come from cooperation with Fabian in the theatre-TV field.

FREMD NAMED

To Crosley TV Sales in N. Y.

THEODORE FREMD, recently merchandising manager of G. M. Basford Co., New York, has been appointed full-time New York sales representative of Crosley Broadcasting Corp. TV stations. He will headquarter at at WLW sales offices, 630 Fifth Ave.

Mr. Fremd

A former captain of Marine infantry, Mr. Fremd is a graduate of Fordham U. He has been sales promotion manager for GE in Pittsburgh, district sales manager for Armour & Co., Cincinnati, and advertising and merchandising manager of Yale & Towne Co., N. Y.

Last week, Mr. Fremd conferred in Cincinnati with Marshall Terry, vice president of Crosley Broadcasting Corp. in charge of television. He also visited Crosley's video installations in Dayton and Columbus.

TWO N. Y. FIRMS

Get Video Opera Rights

TEL-AIR Assoc., New York package producer, and Popular Artists Corp., also New York, have acquired the video rights to New York's city opera company. They are seeking to place weekly one-hour programs on the air this fall.

Seymour Kaplan and Mort Singer of Tel-Air and Paul Kapp of Popular Artists, are also pitching the show to possible sponsors. Paul Moss, former license commissioner of New York, represented the opera company in the negotiations.

WOR-TV Leases Theatre

WOR-TV New York last week leased for three years the New Amsterdam Roof Theatre, 42nd St., west of Broadway, for use as a video theatre and studio. The theatre will undergo extensive alterations before its use by the new station, scheduled to start operations soon.

ADVERTEST

Finds TV Viewers Use Sponsor's Product

TELEVISION viewers who regularly tune in a sponsored program use more of the sponsor's product than those not regularly viewing the program or those who live in non-video homes. This finding is reached in a study of advertising effectiveness conducted in the New York area by Advertest Research, New Brunswick, N. J.

The results are based on 596 early July contacts in the New York area. They show that regular viewers of *Arthur Godfrey's Talent Scouts* on WCBS-TV, Mon., 8 p.m., are buying more Lipton's tea.

In its survey, Advertest Research interviewers thoroughly questioned housewives in TV homes on use, brands and purchases of tea, dentifrices and cigarettes. No indication was given that the interview was connected with television until this questioning was completed. The product groups were picked because of frequency of purchase and because the housewife could be expected to have full knowledge of brands used and planned purchases.

The data for tea show that the Godfrey program has had a consistently high rating since it went on the air less than a year ago and could be expected to reach the greatest number of TV families over the longest period of time for this product category. Of the 596 TV families contacted, 464 regularly view the program, with 132 not regular viewers.

Of all TV homes, 85.2% were found to use tea with 82.6% having tea in the home; 89.7% of viewing homes use tea compared to 87.1% having tea in home; 69.7% of non-viewing homes use tea and 66.7% have tea in home.

Of all TV homes, 35.6% had Lipton's tea in the home compared to 26.2% having the next brand; 40.5% of viewing homes had Lipton's tea compared to 25.9% for the next brand; 18.2% of non-viewing homes had Lipton's compared to 27.3% for the next brand.

The study showed that 21.5% of all TV families bought tea during the week preceding the interview; 24.1% of all TV families who view *Talent Scouts* regularly bought tea during the week; 12.1% of all TV families who do not view the program regularly bought tea during the week.

Brands bought during the week follow:

Brand	All TV Homes	Viewing Homes	Non-Viewing Homes
Liptons	9.4%	10.3%	6.1%
Brand A	8.1%	6.9%	12.1%
Brand B	1.8%	1.7%	2.3%
Brand C	1.7%	1.5%	2.3%
Brand D	1.0%	.6%	2.3%

ALL OTHERS LESS THAN 1%.

Planned purchases of tea by TV families follow:

Brand	All TV Homes	Viewing Homes	Non-Viewing Homes
Liptons	22.8%	25.0%	15.2%
Brand A	17.4%	16.4%	21.2%
Brand B	6.9%	6.9%	6.8%
Brand D	5.4%	5.2%	6.1%

ALL OTHERS LESS THAN 4%.

Length of ownership is a factor in determining brand of tea used, it was found. It was felt by Advertest Research that if the program is doing a successful job of selling the product, there should be a higher percentage of users among those having their sets during the full time (seven months) the program had been presented.

The length of TV set ownership data follows:

	1-6 months	Over 7 months
Liptons	33.3%	43.8%
Brand A	27.8%	25.0%
Brand B	11.1%	10.0%
Brand C	16.7%	3.8%
Brand D	5.6%	5.0%

Advertest Research said it is the company's belief "that the greater the correlation between the sponsored program that is viewed regularly and used by the respondent of the sponsoring product, the more effective is the advertising of the sponsored program."

TV RATE CARDS

BAB Hopes for Uniformity

FIRST STEPS toward hoped-for standardization of television station rate cards were taken by BAB last week.

Following a meeting of a unit of the television standardization group, a subcommittee of the Sales Managers Executive Committee of NAB, the BAB staff began an analysis of present television rate practices with a view to presenting a comprehensive report to the unit's next meeting, which will be held sometime next month.

Present at the unit meeting in BAB's New York headquarters were Eugene Thomas, WOIC (TV) Washington, chairman; John E. Surrick, WFIL-TV Philadelphia; William Weldon, Blair TV Inc.; James V. McConnell, NBC director of Spot Sales, and E. Y. Flanigan, WSPD-TV Toledo. George L. Moscovics, CBS manager of television sales development, represented the networks at the meeting in Mr. McConnell's place. Jacob Evans, NBC promotion director of national Spot Sales, appeared as an observer.

The meeting last Wednesday was exploratory. Actual work on the design of rate cards and standard contract forms will be begun at the next meeting.

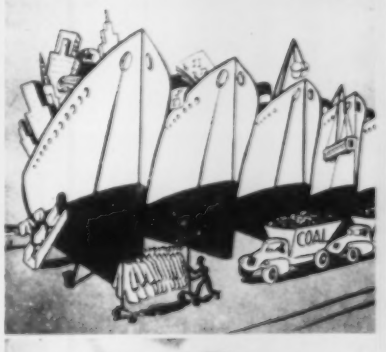
NEW WDTV CARD

Class A Hour Rate Upped

WDTV (TV) Pittsburgh, outlet of the DuMont Television Network, will issue Rate Card No. 3, effective Oct. 1, Donald A. Stewart, general manager, has announced.

New rate card boosts the one hour Class A rate to $350 from the old rate of $300. Present contracts are protected for a 26-week period, Mr. Stewart said.

Snickelgrass Saga . . .



SAD STORY of Sidney S. Snickelgrass Jr., who got his wish that all Americans of foreign descent "be sent right back where they came from," has been made into a one-minute musical cartoon sequence by the Advertising Council and will be distributed to all U. S. TV stations before the end of the month.

The film short, first venture into video by the council, was announced by Lee H. Bristol, president of Bristol-Myers Co. and coordinator of the United America campaign to combat religious and racial discrimination. The pictures, drawn in crisp black and white against a gray background, are semi-animated by a technique that provides adequate motion without undue expense. A guitar-strumming vocalist sings the story in ballad fashion.

The TV spot opens with Snickelgrass rubbing a magic lamp [top photo] and telling the genie who appears that he'd like all people of foreign heritage sent back home. The genie explains that if that wish is granted ". . . all exiles may take what they've created."

"I don't care what they take. You just do what I stated," answers Snickelgrass. But his hat flies off and his jaw drops in amazement [second photo] as he watched huge ships loaded with:

"Roads built by Slovaks and farms plowed by Swedes [third photo], mills run by workers of hundreds of creeds.

"Skyscraper cities were loaded and stored [fourth photo] as Protestants, Catholics and Jews climbed aboard."

Frank Sinatra, Marian Anderson, The Marx Brothers, Jimmy Durante and Jack Benny wave goodbye [fifth photo] and poor Snickelgrass finds himself alone on the empty shore [bottom photo].

Even . . .

"The genie was doing what Snicklegrass bade.
Like the rest of the foreigners,
he'd gone back to Bagdad."

The story material was developed by Lynn Rhodes, copywriter, with Milton Krentz and Leonard Weil of the American Jewish Committee as programming consultants. Fred Arnott provided the art. Oscar Bryant arranged and sang the ballad. Edward Royal of the Advertising Council directed and produced the one-minute sequence.

Garod Prices

CURRENT factory list prices on Garod "Tele-Zoom" receivers and its low-price TV sets were guaranteed last week for all distributors and dealers, according to an announcement by Louis Silver, vice president and general manager. The new price protection plan guarantees Garod list prices for a 120-day period.

Commerce Dept. Reports on TV

(Report 72)

AN ENTHUSIASTIC report, *Television as an Advertising Medium*, was released today by the Dept. of Commerce. It is a thoroughgoing survey of commercial use of television as a sales and advertising medium in the United States, and includes valuable reference material and maps.

The report was written by Philip A. Bennett, industrial economist in the General Products Div. of the Office of Domestic Commerce.

It was learned that Secretary of Commerce Charles A. Sawyer had a personal interest in the report, and urged its rapid completion. A Commerce Dept. official said the Secretary feels that TV will be one of America's major industries in the near future and that the department should continue its work in TV analysis.

Another report on the effectiveness of TV is planned for December publication, Mr. Bennett said. It will contain information of sponsors' experiences with television and the types of commercials and programs used.

In the current report, Mr. Bennett predicts a short-run drop in radio listenership, but "in the long run, television will stimulate larger advertising budgets in which newspapers and magazines and outdoor media will benefit, and in which radio, as it becomes a more specialized medium, will participate in proportion to its more restricted use."

Ad budgets should increase, Mr. Bennett says, as TV creates new desires, and "together with all advertising media helps industry move a far greater volume of goods than ever before."

The fact that advertising budgets have not increased as rapidly as the national income indicates to Mr. Bennett that TV can aid in increasing overall advertising revenue. And he urges more advertising "to stimulate consumer demand if industrial and commercial activities are to return to their 1948 levels."

Advertising Expenditures

Advertising expenditures are now 2.1% of the national income, but in 1935-39 the figure was 2.8 to 3.0%. If ad budgets would reach this level again, the total would be *$1.2 billion* above the 1948 peak of $4.8 billion.

"Many advertisers will have to review the position of advertising agencies," Mr. Bennett says. "In some cases the advertiser's increased activities may replace some of the functions normally performed by agencies."

His reasoning is that TV's effectiveness as a selling tool approaches that of the intimate relationship of salesman to customer. "Because of the special nature of television advertising, many companies will have to decide whether it will be under the control of their sales department or advertising departments.

"In some companies, particularly durable goods manufacturers, the control may properly belong in the advertising department. In other companies, particularly the consumer goods field, the control may be placed under the sales department to make for a unified and coordinated sales and merchandising effort."

"It's no news to advertising men that "at present television is not a very profitable field for advertising agencies." But Mr. Bennett says this is "an opportune time for agencies to engage more strenuously in television activities, to obtain experience and create a reputation."

He advises agencies to get enough experience in TV to "inspire confidence" in their ability to handle the medium for prospective sponsors.

TV Market Information

The report contains a lengthy appendix which gives latest market information for all television markets, including the number of stations operating, their one-time rates, sets installed, population, housing characteristics for 1947, census of manufacturers data for 1947, and estimates of retail sales.

There is a separate table for each of the 38 TV markets, and for the complete metropolitan districts included with each of these markets.

Appended to the report is a three-color map—large size—showing all operating TV stations, stations under construction, proposed stations in every market, and the status of the coaxial cables linking the various cities in the United States. The map is available separately for 35¢.

The report includes a section on TV's technical status, discussion of program types used by advertisers, types of commercials used, and other general information about commercial TV.

The author of the report is a graduate of the Harvard Business School and was an instructor there, before entering the government as an industrial economist.

Copies of the report may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., or from the Dept. of Commerce field offices. The price is 60¢.

DUMONT NET UP

120% Increase Revealed

A 120% increase in net income for the first 24 weeks of 1949 as compared with a similar period last year was reported last week by Allen B. DuMont Labs Inc.

Net income after taxes in the 24 week period ending last June 19 was $1,779,587, equal to 83 cents a share on common stock after preferred dividends. In a similar period last year the income was $807,246, equal to 40 cents per common share.

Sales in the 24-week 1949 period were $18,486,856, an 87% gain over the $9,827,192 sales in the same period of 1948.

The report covered all DuMont activities, including the DuMont Television Network and DuMont stations. Figures were not broken down by divisions of the company.

Working capital on June 19 was $7,971,189, compared with $4,541,241 on June 20, 1948.

NEW TECHNIQUE

Cuts Movie-Filming Time

CLAIMING "A revolutionary new technique of motion picture filming," Jerry Fairbanks announced in Hollywood Aug. 10 that he could make it possible to film some half hour programs in 30 minutes as against previous schedules of a day or more.

Cost-wise, the new system—immediately available to advertising agencies and their clients—will add only a thousand dollars to the overall cost of the average six to seven thousand dollar show, Mr. Fairbanks estimates. When an entire series is filmed on a mass production basis, he feels that the cost per unit may even be less than the cost of live production.

According to Mr. Fairbanks, his method which has been perfected after 26 months of research, permits a picture to be photographed in continuous action, including cuts from one camera to another. Multiple 16mm Mitchell cameras equipped with newly perfected 1,200-foot magazines are used and focus is maintained at all times by all cameras as result of a new equipment development.

Admiral Protection Plan

A 120-Day price protection plan on television sets has been announced by Admiral Corp. The plan states that refunds will be paid distributors if recommended list, suggested dealer and distributor prices are reduced, and to dealers if recommended list and dealers' prices are reduced. These funds, company pointed out, will equal the prices actually paid and the reduced prices on current radio and TV models in inventory and shipped between July 1 and Nov. 30.

70 to 32 to 14 to 5

WSB, first in number of Atlanta listeners

more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering metropolitan Atlanta's listening habits. During the 3 months (April, May, June) covered by this report there were 123 broadcast periods checked. This included *all* broadcasts of *all* metropolitan Atlanta stations, Sunday through Saturday, from 8:00 A.M. to 10:30 P.M. WSB's big statewide audience was not included.

Of the 123 periods checked, WSB was first in number of listeners 70 times. The second station was first 32 times. The third station was first 14 times, and the fourth station, first 5 times.

70 to 32 to 14 to 5.

History thus repeats. WSB has ranked first in every overall radio survey ever made in Atlanta by any accepted authority. For this latest report—of the 9 radio stations broadcasting in metropolitan Atlanta—*WSB was first in number of listeners more times than all others combined!*

Because of this overwhelming listener preference, WSB sponsors have always received unusual returns on their investment. A Petry man can give you case after case. Ask him.

WSB *The Voice of The South*

IN TELEVISION, by the same authority, it is WSB-TV by more than 5 to 1.

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

FOR
SMART
TELEVISION
COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM
VIDEO
VARIETIES
BEFORE YOU
ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO
VARIETIES
CORPORATION

OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

DEMONSTRATION

TV To Show Farm Setup

WHAT IS described as the first continuous day-long television show by a single station will originate Aug. 16 from a farm in Adams, Mass.

From 8:45 in the morning until 5 p.m. television cameras of General Electric Station WRGB (TV) Schenectady, N. Y., will be trained on various phases of a "unique" farm improvement demonstration program at the Walter N. Hadala farm in Adams.

During the day, as much of the work as can be accomplished to change the present farm field layout into a modern soil conservation field system will be done by both heavy equipment and farm machinery. Equipment will be donated from throughout the county and adjacent areas.

WRGB's recently acquired eight-ton mobile unit will pick up the various demonstrations and transmit them from the Adams farm to a temporary relay tower atop Mount Greylock. The program will then be beamed to the station's permanent tower atop the Helderberg Mts. west of the state capital of Albany.

Farm Supervisor Bill Givens of WGY Schenectady will handle program operations and Control Room and Remote Supervisor Richard E. Putnam is in charge of technical arrangements.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

TRANS-VIDEO

Paul White Lists Staff

PAUL WHITE, president of International Trans-Video, producers and distributors of live and film programs, last week announced his staff set-up.

Lawrence L. Wynn, a radio and television producer, will be vice president in charge of programs. Dogores Pallet, musical consultant at Radio City Music Hall, will serve as executive consultant on music and choreography. Other executives include T. Newman Lawler, member of the law firm of O'Brien, Driscoll, Raftery & Lawler, secretary of the corporation, and Walter Keane, comptroller.

Mr. White said Robert M. Savini, president of Astor Pictures and the head of 27 film exchanges, also will be associated in ITV.

ITV's home office is at 61 East 52 Street, New York City.

TV AUTHORITY

Organization Continues

DESPITE numerous conferences relative to possible organization of a Television Authority, the several talent unions comprising the Associated Actors & Artistes of America and the Screen Actors Guild, failed after eight days of meeting in Hollywood to reach the final draft of an agreement.

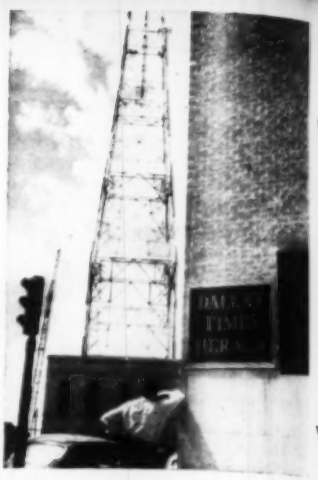
Although little doubt exists about the definition of "live" and "film" in the accepted sense, much remains in what has come to be referred to as the grey area which includes "kinescope" produced for more than one showing. Compromise and further discussion will follow in new conferences, as yet unscheduled, but expected to be held in New York.

BRIEFS FILED

In TV Censorship Case

EARL G. HARRISON, Philadelphia, counsel for the plaintiffs, filed his briefs, about 100 pages in printed matter, Aug. 9 with Chief Judge William H. Kirkpatrick, of U. S. District Circuit Court for the Eastern District of Pennsylvania, in the Pennsylvania TV censorship case, which was heard last May [BROADCASTING, May 16].

Mr. Harrison is representing Allen B. DuMont Labs, operating WDTV Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster, who brought suit against the Pennsylvania State Board of Censors comprising Edna R. Carroll, John Clyde Fisher and Beatrice Z. Miller, seeking to restrain them from censoring motion pictures used by the stations. Judge Kirkpatrick is expected to give his opinion in mid-September.



UNDER construction in Dallas, Tex., is new tower for KRLD-TV, the *Times-Herald* station. Construction has attracted a great deal of attention and has been subject of speculation as to its height. Total height above ground, including building, tower and antenna, when completed, will be 560 ft.

TV RECEIVERS

Altec-Lansing In Market

ALTEC LANSING Corp., Hollywood, professional sound reproduction equipment manufacturer, has entered the television receiver market.

The firm's line of Altec Lansing sets was announced by A. A. Ward, vice president. He stressed that the company has "aimed at the high end of the high quality market" and that only 200 sets a month are being produced.

Specifications include what the firm describes as an easy tuning channel selector for positive station tuning; a television circuit design for which Altec claims an increase of 40% in picture quality; 12½ inch picture tube, and an 8-inch 400B dia-cone speaker which is said to produce audio quality comparable to receivers costing more than $2,000.

Selling prices are $367, $408 and $308 for table, consolette and chassis respectively.

TCI *

Specialists
TV FILM SPOTS

*TELEVISION CARTOONS, INC.
361 WEST BROADWAY, NEW YORK

Film Report

TPS ORGANIZED
Video Aid For Agencies

TO PROVIDE national and local advertising agencies and their clients with a complete television department, minus the expense, Television Production Service has been organized in Los Angeles.

Headed by Elbert L. Walker, Norman D. Jolley and Charles Brohammer, firm aims to provide the diversified television experience for those who seek to appropriate money for television but who lack trained personnel. Mr. Walker has been with the Don Lee television station KTSL Hollywood for the past 10 years as writer producer, director and supervisor of production. Mr. Jolley has had experience in radio, motion pictures and stage. Mr. Brohammer, former sales manager of Personal Indoor Advertising Co., Los Angeles, will direct sales and research for TPS.

Firm intends to handle program production for eastern and midwestern advertising agencies as well as personal representation in the production of film commercials. Mr. Walker is currently on a tour of the nation's television cities to study local operations and orientate local and national advertising agencies on the services which TPS can render.

TV REMOTES
New Deadline Set for Oct. 3

SPECIFICALLY excluding proposals for a theatre television allocation, FCC last week granted a 60-day delay in time for filing comments on its plan to give permanent status to TV relay and pickup allocations [BROADCASTING, July 4, Aug. 8].

The new deadline, Oct. 3, had been requested by RCA-NBC, ABC, and Television Broadcasters Assn. on grounds that preparations for the UHF-VHF hearing which starts Sept. 26 made it impossible to complete comments on the TV auxiliary service proposal by Aug. 1, the deadline originally set.

Twentieth Century-Fox Film Corp. also had asked for delay to permit it to file a proposal with respect to theatre television. FCC noted, however, that such proposals had been excluded at the outset, and reiterated that "comments which propose an allocation of frequencies for a theatre television service, or for any service other than the television auxiliary broadcast service, will not be accepted in this proceeding."

The subject of theatre television, its frequency needs and related questions are being canvassed in another proceeding, with Sept. 2 set by FCC as deadline for the submission of reports and other data [BROADCASTING, July 4].

HALF-HOUR television package, *Face the Music*, has been kinescoped by **Mini-Films Inc.**, Los Angeles, and **Robert Oakley Television Productions**, same city, aimed towards national and local sponsorship. Mini-Films has also recently completed first half-hour *Jerry Colonna Show* series. Show scheduled to go live on KLAC-TV Hollywood, and kinescoped for other showings. Firm in addition planning production of two other TV shows, quarter-hour *Lucile Norman Show* starring opera singer; and half-hour dramatic *Queenie Smith Show*. Both for national or local sponsorship.

Sherman Plan Inc., Washington, D. C., planning production of 15-minute TV film travelogue "Holiday Time." Al Sherman will do production and Van Beuren W. De Vries will handle television techniques. Film will highlight spots of interest in different states and nations. Interest in show has been indicated by 28 stations from New York to San Francisco. Production to start in early September. Same firm doing series of TV spots for Washington **Variety Club** for Welfare Fund.

Five Star Productions, Hollywood, has been signed by **Dan B. Miner Co.**, for **Interstate Bakeries** (Log Cabin bread), same city, to produce five 20-second animated spots and by **Walter Johnson Candy Co.**, Chicago, for series of commercials. . . . **Eclipse Productions**, Los Angeles, producing 26 half-hour comedy films featuring James Gleason. Tentatively titled "Derby's Ringside Dive." . . . Twelve full-length British motion pictures will be telecast over WBKB (TV) Chicago, scheduled for Aug. 13 and each Saturday evening thereafter. Series includes such films as "The Night Has Eyes," "Poison Pen," Farmer's Wife," "High Command" and "Spring Meeting."

Produced by **United Inc.**, Los Angeles, CBS distributing nationally through its stations series of nine three-minute musical shorts "Musical Moods." . . . **Otis Carney**, president, **United Videogram**, Minneapolis, plans trade showing in Chicago, within next month of *The Marines War*, production now in final stages at **Atlas Film Co.** studios in Oak Park, Ill. . . . **Centaur Productions**, Los Angeles, has completed first series of six animated TV film commercials available for local or national sponsorship.

IMPPRO Inc., Los Angeles, and **Cascade Pictures**, Culver City, Calif., will jointly produce four half-hour television shows to be shown locally and kinescoped for eastern telecasting. . . . **Film Equities Corp.**, New York, has moved to new quarters at 10 E. 49th St. New offices give firm approximately twice as much space as previously occupied. **Irvin Shapiro**, that company, has departed for six weeks business trip on Continent. He will attend various film festivals now in progress. . . . **Jerry Fairbanks Productions**, Hollywood, has completed last of series of 26 ten-minute TV films for NBC *Going Places With Uncle George*.

STANDARD OIL
Enters Video In Fall

STANDARD OIL CO. (Indiana) enters television for the first time this fall with sponsorship of a Wayne King program on an NBC-TV five-station midwest network. The show, to be aired Thursday, 9:30 to 10 p.m. (CDT), starting Sept. 19, will originate at WNBQ Chicago.

Program will be carried by WFBM-TV Indianapolis, WWJ-TV Detroit, KSD-TV St. Louis and KSTP-TV St. Paul-Minneapolis. WTMJ-TV Milwaukee and the firm are negotiating for a time period.

Richfield Video

RICHFIELD OIL Co., Los Angeles, will make its first program entry into television when it sponsors the *Los Angeles Times* charity football game between the Washington Redskins and the Los Angeles Rams Aug. 26 via KTTV Los Angeles. To date firm has only used television spots in major West Coast markets. Move is dictated by current Richfield push of its rust-proof gasoline. Agency is Hixson & Jorgensen Inc., Los Angeles.

NME APPROVES
Commercial TV Movies

NATIONAL MILITARY ESTABLISHMENT has authorized cooperation in the commercial production of motion pictures for TV as "a vitally important, far reaching means of sustaining broad public understanding" of NME.

In extending its cooperation, NME lists provisions for extending cooperation, one that the finished product benefits NME, the best interests of national defense and the public good.

NME has published "A Guide For Obtaining National Military Establishment Cooperation In the Production of Motion Pictures for Television." Copies may be obtained by writing the National Military Establishment, Office of Public Information, Washington.

JUNIOR JAMBOREE

Cincinnati's second most-popular multi-weekly TV feature (*). A full hour of fun for the small fry, "Junior Jamboree" is telecast over WLW-T, WLW-D and WLW-C from 5 to 6 PM, Monday thru Friday . . . has a combined three-city rating of 27.0.

Here's an ideal vehicle to reach the Cincinnati, Dayton and Columbus TV markets at a cost of only $1.24 per-thousand-viewers. Participations now available.

WLW-T, CHANNEL 4, CINCINNATI
WLW-D, CHANNEL 5, DAYTON
WLW-C, CHANNEL 3, COLUMBUS
Crosley Broadcasting Corporation

(*Cincinnati Telepulse, June, '49)

just released
"MIRACLE OF AMERICA"
quarter hour transcribed series
tells story of free enterprise
INDUSTRY WILL SPONSOR
Write or wire for audition record
ROBERTS RADIO PRODUCTIONS
25th Floor—David Broderick Tower
Detroit, Michigan

'Star Time'

(Continued from page 27)

vades all of the store's broadcast activity. For 43 weeks of the year the store sponsors the *Meet Mary* broadcasts, 9:30-10 a.m. daily, Monday through Friday over WTTM. Mary Wilson conducts this informal half-hour women's show, weaving her commercials into the texture of her program. During the other nine weeks of the year, when she is on vacation, she does spot broadcasts from wherever she may be. Last year she took a flying trip through the Scandinavian countries. WTTM made arrangements through the BBC and the other government broadcasting agencies to short-wave her programs back to Trenton where they were sponsored by the Hurley-Tobin Co. The costs of the relaying were practically nil inasmuch as the foreign countries were anxious to get the publicity and cooperated 100%.

Merchandising

The Hurley-Tobin Co. represents the ideal utilization of radio by a department store. There is no "testing" of merchandising among competitive media. Mary Wilson promotes items over the air and urges listeners to see the ads in the same day's newspapers, giving page and position. Conversely, Hurley-Tobin radio programs are extensively cross-plugged in the newspaper ads.

How effective is the *Meet Mary* program? In actual dollars and cents return to the store few figures are available. But the store knows that her broadcasts bring in business. The test is when buyers and merchandise men fight for time to advertise their lines on the show.

Actually, Mary has almost complete free-rein on the program. She shops the store daily, looking for items that she thinks will be attractive to her listeners. Her commercials are completely ad lib. Furthermore, she devotes a good portion of her commercials to talking about the buyers and salespeople. This helps to personalize the store to the prospective customer and to give the customer somebody specific to ask for, by name, when she comes in. In addition, it's a valuable morale booster to store personnel.

On specific merchandising testing the following are recent samples of the effectiveness of the program:

Men's nylon undershirts and shorts: Luxury item, priced at $2.95 and $3.50. Never handled by store before. Not sold anywhere else in city. Mary sold out entire stock in one week WITHOUT HELP OF ANY OTHER MEDIUM. Store has sold out two subsequent reorders entirely as the result of Mary's program. Incidentally, 90% of the sales were to women, according to Mr. Dougherty, the buyer.

House dresses: Mary plugged Fruit-of-the-Loom dresses for $2.95. Almost entirely sold out the stock the same day. NEWSPAPER AD DID NOT BREAK UNTIL NEXT DAY.

Furnishings: Mr. Mathuse of rug and drapery department credits selling of slip covers and floral window shades almost entirely to radio. Ninety percent of customers mention having heard about them on Mary's program. Still selling and Mary is still being credited even though Mary has discontinued advertising this merchandise for some weeks.

In addition to *Meet Mary*, Hurley-Tobin Co. sponsors half-hour transcribed programs in Class A time adjacent to our top-rated NBC shows.

Radio *can* pay off for the department store advertiser. All it takes is the application of the few simple principles set forth so well by the NAB and NRDGA. It also helps if the advertiser is a man who has the intelligence, the imagination and the willingness to approach radio as a mature, full-fledged advertising medium with its own standards and methods, and not try to apply the time-worn principles of space advertising.

Look around. Maybe there's a Joseph Tobin in *your* town.

SPORTS STORY

Show Draws $20,000 Pledge

JIM CARROLL and Don Tannehill recently received FCC consent to purchase KWYO Sheridan, Wyo., and as owners of the station, they've already had their first big story.

On July 30, Mr. Carroll had his regular "man on the street" program at 10:45 a.m. It's called *Over the Coffee Cups*, and is presented from a drug store fountain and is an interview show talking to men as they have their morning coffee. During the interview, several men interested in promoting a new soft ball field and baseball field said that $20,000 would start the ball rolling.

"Immediately after the broadcast," Mr. Tannehill says, "one of our listeners, a Mr. Frederic Thorne-Rider, phoned the city clerk and told him that he had heard the broadcast and, if the city would supervise the project and use land already owned by the city, he would donate the $20,000. He wrote a letter to that effect to the city clerk," Mr. Tannehill continues, "and the letter was read to the city council. . . . They went on record as accepting the offer and will seek permission from the donors of the land, the heirs of the late Sen. John B. Kendrick."

JOINT FACILITY

House Starts Action

LEGISLATIVE status for the Joint Senate and House Recording Facility took form on Capitol Hill last Thursday when the House voted to remove the project from the questionable realm of appropriations and establish it on a statutory basis [BROADCASTING, July 11]. The measure (H J Res. 332) now goes to the Senate.

The project, under which recordings are prepared for members of Congress and shipped to their constituent areas, is under the supervision of the Clerk of the House and Secretary of the Senate. It has operated solely by appropriations set aside annually for that purpose since 1947 when the government leased the facilities from Robert Coar and his wife, who maintained a private practice. Mr. Coar holds the title of co-ordinator at a salary of $9,538. He would be designated superintendent.

The current resolution provides:

(1) Facilities shall be for the exclusive use of members of the Senate and the House.

(2) The superintendent shall, subject to the approval of the Senate Secretary and House Clerk, set the price of each recording and collect all moneys owed the facility.

(3) A revolving fund in the U. S. Treasury is established for administering duties of the facility.

(4) All purchase orders shall, previous to being issued by the superintendent, be approved jointly by the Senate Secretary and House Clerk.

(5) The Secretary and Clerk are authorized to appoint and fix the compensation of the superintendent and other employes of the facility. A limitation of $10,000 is placed on the latter's salary.

(6) The superintendent shall maintain detailed records of all moneys collected and expended.

SESAC Issues New Series

SESAC INC. has recorded several hundred new selections for its transcription library subscribers. Included are over a hundred numbers recorded by the Philharmonic Orchestra under Rosario Bourdon, Gospel songs by Stamps-Baxter Quartets, barber shop selections and additional listings by the All-American Symphonic Band.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

HR + LC + 50,000 WP = RESULTS
WHAT IS IT?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

WAAF FULLTIME

FCC Reverses Proposal

FULLTIME operations with 5 kw on 950 kc were authorized for WAAF Chicago last Thursday in an FCC order reversing a 14-month-old proposal to deny the fulltime bid.

WAAF, *Drover's Journal* station, currently operates as a daytimer on 950 kc with 1 kw. Its application for fulltime operation with 5 kw was given a proposed denial last June on grounds that its proposed directional array would not adequately protect WWJ Detroit [BROADCASTING, June 21, 1948].

Reversing this proposal, FCC noted that WAAF's proposed array was designed to protect a WWJ radiation pattern and antenna site which had been authorized at that time but which were not put into effect. WAAF accordingly submitted a modification of its proposed nighttime array.

FCC's grant was made subject to several conditions including (1) use of a phase monitor which must be submitted for advance FCC approval as to precision and workability; (2) advance FCC acceptance of a non-directional as well as a directional survey; (3) the making of weekly field strength checks at specified monitoring points.

KIBE OPENING

Sept. 1 at Palo Alto

KIBE Palo Alto, Calif., now in process of construction, is expected to begin operation Sept. 1, according to Ben Ott, assistant manager and production head.

An independent, KIBE will operate on 1220 kc with 250 w. Offices and studios will be located at Palo Alto Airport. Station is owned and operated by Millard Kibbe and Donald K. Deming.

Station will have AP news service, transcription service by Standard.

Mr. Kibbe is general and commercial manager. John Daniels will serve as chief announcer and musical director. Women's activities are in charge of Virginia Teal and Dave Wortman is chief engineer.

Hard Liquor

(Continued from page 25)

policy against hard liquor advertising, but will continue to accept beer and wine copy subject to their usual supervision.

"We believe that the basic question is one of real public service and honest good taste," Mr. Benoit explained. "It is the same question which has been confronting us from time to time—in its various guises—ever since the beginnings of broadcasting at KDKA Pittsburgh in 1920.

Mr. Benoit

"It seems to me," he pointed out, "that there is good capital for all broadcasters in the fact that this proposal—that hard liquor copy be accepted by radio—should stir up such a controversy, while few complain about page after page of similar copy used each day in many newspapers and magazines.

"The inescapable conclusion seems to be that radio delivers its message with a far more telling effect than the printed word. Perhaps all of us would do well to bear this fact in mind and include it in every sales presentation."

But a spokesman for the Schenley company said at week's end that "no insurmountable obstacle" had arisen to bar Schenley from the air or to cause it to change its plans.

Planning Shows

Meanwhile, the company and its agency were discussing ideas for programs and announcements, it was said by an agency spokesman. Under consideration were a 15-minute show after 11 p.m. across the board, a five-minute show in the same period and a pattern of one-minute announcements.

It was said that Schenley would take as many stations on a network as it could get and additionally would buy time on independents in areas where Schenley products have distribution.

It also was learned that Schenley is interested in attaching an institutional message on the *Duffy's Tavern* program, which its affiliate, Blatz Brewing Co., may sponsor this fall through Kastor, Farrell, Chesley & Clifford. It was further learned at press time that Schenley was to talk with Ed Gardner, owner of *Duffy's Tavern*, about an agreement to that effect.

Meanwhile, the Distilled Spirits Institute (Schenley is not a member) last week publicly condemned the distillers and categorically denied the industry is behind the movement to use radio facilities for hard liquor ads.

"If certain distillers who are not members of the Institute have made overtures in that direction, our organization as such has no direct control over their actions, but we definitely are not in accord with this attempt to upset a long standing precedent," Howard Jones, executive secretary of the Institute, stated.

Referring to Sen. Ed Johnson's (D-Col.) letter to Treasury Secretary John Snyder, under whose office the Internal Revenue Bureau and Alcohol Tax Unit operate, Mr. Jones added:

"While Sen. Johnson and our industry do not always see eye to eye, nevertheless in his letter he raises a number of valid points in which we heartily concur" [BROADCASTING Aug. 1].

On another front, Tom Watson Jr., general manager, WSWN Belle Glade, Fla., once again took issue with Sen. Johnson's premises [BROADCASTING, Aug. 8]. In a second letter to the Colorado Senator clarifying his position, he argued that "those stations which broadcast objectionable material will, through a competitive process, find themselves eventually sans listeners, sans advertisers and sans revenue."

'Error of Philosophy'

"Interpreting" Sen. Johnson's position as an "error of philosophy," he scored him for "hasty denunciation" of broadcasters, adding:

"In imposing additional, and perhaps unnecesssary, limitations upon broadcasters, the federal government is opening wider the door to further legislation which eventually could transform the industry into something far less desirable than it is now, with all its faults. Having seen the 'camel's nose' poked into other tents, I am compelled to resist this invasion of radio's domain."

Mr. Watson also asked why the problem of police power seemed to be "more pressing in the case of radio than it is in the case of unlicensed media."

FOR PAST FOUR months, KCBQ San Diego has placed in "best local program of month" contest conducted by *San Diego Daily Journal*. Station won first place in June and July; was runner-up in May, and tied in April for first place.

Bid your sales troubles farewell

with "good buys"

in Memphis

on

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

MORE PEOPLE

Listen More

to

WSGN AM 610 KC FM 93.7 MC

Distribution of Listening Homes Among Birmingham, Ala., Stations:	Morning Periods	Afternoon Periods	Evening Periods	Entire Survey
WSGN	33.5%	27.4%	28.3%	29.2%
A	28.3	20.3	27.8	25.4
B	13.4	24.8	28.7	24.0
C**	4.2	5.9	.6	3.1
D	3.7	6.4	4.8	5.1
E**	9.7	8.4	1.2	5.5
Other Stations	7.2	6.8	8.6	7.7

**Indicates Daytime Only

Survey Periods: Monday through Saturday 7:00 A.M. to 11:00 P.M.
Sunday 12:00 M to 11:00 P.M.

NATIONAL REPRESENTATIVE: HEADLEY-REED

*Conlan Radio Report May 1-7, 1949.

Third NARBA

(Continued from page 25)

agreement that won't take untold millions for reconstruction. If not, should we sign a treaty that would wreck the valuable goodwill and service built up by American broadcasters?

Those familiar with international negotiations recall that the U. S. took the lead at the first NARBA in 1937 because of technical superiority and overall broadcast development. Through use of these standards, other nations have started to catch up to us technically and economically. They have grown with rapid strides as a result of war-inspired developments and are demanding more broadcast facilities to match their growth. U. S. broadcasts needs are not properly serviced by our present limited facilities, our delegates will point out.

A technical complication in the third NARBA arises from the fact that existing skywave curves fail to show the impact on the southern U. S. of Mexican and Cuban signals traveling across salt water.

On the other hand, there is an encouraging factor that may aid negotiators. This is the overall adherence to second NARBA provisions by Cuba and Mexico despite the fact that no treaty now exists.

Machinery for arbitration of interference disputes was provided in NARBA but it has never been used. Frequency investigations are in the hands of an agency known as NARBEC, an engineering body supervising treaty adherence, but it has no police powers. Recently NARBEC investigated three complaints of Cuban interference on 630, 640 and 590 kc but the cases were closed on the ground that the stations were not violating NARBA provisions.

FCC is understood to have learned that CMQ Havana, 640 kc, and CMHQ Santa Clara, 630 kc, have exchanged frequencies within the last month.

Frequency changes are supposed to be submitted by nations to OIR (Inter-American Radio Org.) in Havana, but all nations say that OIR is not functioning efficiently. This has brought suggestions that the third NARBA include a strong registry and enforcement agency. While the U. S. submitted its proposals in May, they were not translated and distributed by OIR until a week ago.

Hope of solving the 540 kc problem at Montreal is not bright. The recent inter-American conference in Washington shackled the channel with interference rules that destroy most of its value to broadcasters. These roughly follow FCC's proposed limitations on 540 kc.

Present guesses as to the length of the Montreal conference range from six weeks to six months or more. All participating nations have indicated they will be at Montreal. If a complete re-make is demanded the job of reassignment might take years.

As usual the U. S. delegation will include government and industry delegates. Nominations are being submitted to the State Dept. and make-up of the delegation should be known in advance of the Aug. 29 preparatory meeting of the government-industry committee.

Reports Set for Aug. 29

Much of the committee's work has been done by subcommittees, and the main committee processed a number of reports at its April session. The rest of the subcommittee reports will come up Aug. 29. The committee includes members from industry groups who represent NAB, networks, regionals, clear channel stations, Daytime Petitioners Assn. and manufacturers.

The Clear Channel Broadcasting Service plans to name Louis G. Caldwell, legal counsel, and John H. DeWitt Jr., WSM Nashville, engineering counsel, along with others as its representatives. NAB's delegation will include Forney A. Rankin, director, Government Relations Dept., and Neal McNaughten, director, Engineering Dept. As in the case of the CCBS group, they have had extensive experience at international radio conferences.

Leonard H. Marks, counsel for Daytime Petitioners Assn., will represent that group.

CCBS advocates retention of all existing clear channels (24 IA used by 26 stations and 22 1B channels). It opposes any limitation of station power and feels that all U. S. residents are entitled to four good broadcasting services. Clear channel stations have pioneered in FM development, CCBS points out.

The daytime group argues that the original gentlemen's agreement with Mexico covering the six-frequency nighttime ban died in 1946 when the original NARBA expired and the second or interim NARBA was adopted. This interim pact, DPA claims, said nothing about the six-frequency agreement. DPA argues it isn't logical for Canada and Cuba to have nighttime rights on these channels when U. S. stations a few miles away, for example, are restricted to daytime operation.

Position Supported

DPA's position was supported by the joint government-industry committee last April and carries NAB support, as well. The nighttime ban affects 106 stations, many of which DPA contends are in towns with no local service at night. (Two exceptions to the ban are WGAR Cleveland, 1220 kc, and WMGM New York, 1050 kc.)

Summing it up, one U. S. observer reminded that every nation is a sovereign power and can split channels, ignore power assignments and forget all about geographical limitations. The whole AM broadcasting system faces such a threat, as it did in the '30s prior to the first NARBA.

"There *must* be a NARBA," he concluded.

Seeks Radio Specialist

CIVILIAN PERSONNEL OFFICER, U. S. Military Academy, West Point, N. Y., announces vacancy for radio information specialist CAF-7 at $3,727.20 per year. Duties include announcing variety of programs, script writing, operation control panel and remote control equipment, ability to localize trouble in equipment and maintaining script and music files. Applications (Standard Form 57 for Federal employment), will be received at West Point until needs of service have been met.

WIBK Denied

(Continued from page 29)

constitute an interest in that station which was not reported. Rev. Smith testified he valued his XERF time contract at over "a million dollars."

As to Rev. Smith's personal qualifications, FCC said it had dealt "at some length with the language contained in Smith's writings, sermons and broadcasts, his attempted boycotts, and his attacks upon individuals and other religious groups, because we feel that a man can be more fairly judged only by the general pattern of his behavior than by isolated incidents."

The Commission continued that it wasn't necessary to determine whether Rev. Smith's language on the air was obscene or indecent within the prohibition of Sec. 1464 of the Criminal Code, but rather to anticipate his behavior as a licensee. This, FCC said, could be done only by using his past behavior as an individual as a guide. On this basis, the Commission said, "we cannot conclude that the public interest would be served by vesting in Smith the public responsibility of a broadcast licensee."

This conclusion was confirmed by Rev. Smith's use of the *Carolina Watchman* to solicit funds for religious work "on the ground of desperate need at times when his bank balances were substantial," FCC declared. It continued, "The sincerity or worthiness of his objectives does not justify the methods which he used."

FCC found, however, that the "programs offered by applicant over its AM facilities, though not completely developed, and its FM program proposals are meritorious." The Commission also noted that WIBK gave free time to all three major religious faiths and reviewed public service programs WIBK has presented.

Meanwhile, the radio history of Rev. Smith and his skirmishes with station operators and FCC are detailed in the August issue of *Harper's* magazine by James Rorty. Author Rorty relates how the evangelist founded WIBK after being refused further time on existing stations.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

covering the nation's 25th market . . .
WBBW
Youngstown's ONLY Independent
serving Ohio's 3rd market . . .
REPRESENTED BY FORJOE

SPECIAL SERIES

NBC Joins With UN Radio

NBC will broadcast six special documentaries in cooperation with United Nations Radio beginning Sept. 11 as part of the fourth annual UN observance co-sponsored by NBC and the American Assn. for the United Nations.

The programs will be prepared by a group of leading writers, directors and producers including Norman Corwin, now head of special projects for UN Radio; Millard Lampell, Allen Sloane, W. Gibson-Parker, chief of production for United Nations Radio; Jerome Lawrence, Robert E. Lee, Gerald Kean, supervisor of the English language section of the radio division of the UN Dept. of Public Information, and Len Peterson and Badrew Allen, both of the Canadian Broadcasting Corp.

Exact times of the special series, to be presented weekly, have not been set.

KFDA Yarn Club

YARNS heard in his childhood have resulted in formation of a novel club by News Editor Pat Flynn of KFDA-FM Amarillo, Tex. Mr. Flynn got the idea for his "Storm Cellar Sitters Club" after the destructive Amarillo tornado last May. On the *Farm Exchange* program he also conducts, he told of yarns he heard as a child while sitting out a cyclone in a neighbor's cellar. As an afterthought, he said he would organize a club with himself as "Chief Sitter." Response was so great that the club now has more than 3,000 members in 300 Texas cities and towns.

Eva C. Moore

EVA C. MOORE, in charge of continuity and traffic at WFHG Bristol, Va.-Tenn., died Aug. 1 at Kingsport, Tenn., hospital. In radio for the last six years, Miss Moore had worked at WKPT Kingsport, Tenn., and WWNC Asheville, N. C., before joining WFHG.

Programs

INSTEAD OF QUESTIONS about science or history, listeners to *Double Dividend* telephone quiz show on WHBC Canton, Ohio, are asked for name and phone number of friend. Then friend is called and asked if she knows who suggested her name. If correct answer is given, first person called is given prize of groceries. Show is sponsored by Minerva Wax Paper Co. and emcee is Bill Karrenbauer. Post card describing series and bearing headline, "Sales thru the air" has been sent to 500 local stores by station.

Mock Inauguration Aired

MOCK INAUGURATION of "mayor" and five "councilmen" was broadcast as highlight of Shop Silver Spring (Md.) Week over WGAY Silver Spring. Station cooperated closely with retail merchants by selling spot announcement packages and airing tape-recorded talks with shoppers.

Pyramid Prizes

STARTING with small prizes, through larger prizes up to jackpot prize of valuable electrical equipment, KTHT Houston is carrying new telephone quiz show titled *Number Please*. If contestant can answer first question sent in by listener, he wins small prize and can try again. If he answers second question correctly, he wins again and has chance at last question. If he is again successful he will win kitchen range or TV set.

Tobacco Talk

AIRING REPORTS on changes in tobacco prices on daily show is proving popular with both listeners and sponsors, Chesterfield cigarettes. Average tobacco prices and news from principal markets are regular feature on *Grady Cole Time* over WBT Charlotte, N. C., in addition to music and casual talk.

Good Advice

SIX BOYS from Waukesha, Wis., School for boys, state correctional institute, were featured in panel discussion *Your Question, Please* advising teenagers and parents on how to avoid family conflicts. Unrehearsed program was transcribed at institution and aired over WISN Milwaukee. Boys were given fictitious first names and discussed such topics as: gangster stories, smoking, gambling, use of cars, high school cliques, nagging, drinking, bad example of parents, general parental attitudes and family conflict.

Show for Negroes

NEWS and sports round-up, club and fraternal information as well as mirroring daily cultural, educational, artistic and community life of Philadelphia's colored population is planned for new program on WDAS Philadelphia. Show will feature George Tunnell, professionally known as "Bon Bon," who will interview celebrities, make presentation to "Mother of the Day" and tell success stories of "little people."

Christmas in August

HELPING Christmas spirit to reign all year round is aim of Disc Jockey Stan Burns on his show over WTTT Coral Gables, Fla. Part of daily program is devoted to playing of Christmas music. Many requests for favorite songs have been received, station reports, as well as cards wishing Mr. Burns a merry Christmas. Young listeners are urged to write Santa early and their letters are read over progam.

Fighters Draw for Opponents

PAIRINGS for championship prize fight were made over *Strictly Sports* on WTIC Hartford, Conn., when four contendors for Connecticut welterweight crown failed to agree on promoter's plan for elimination matches. Sportscaster Bob Steele suggested that they appear on his show and draw numbers for their opponents. Fighters agreed and after drawing gave spontaneous reactions to results.

Seeing-Eyes on TV

TRAINING OF BLIND PERSONS and their dogs was illustrated recently on special telecast over WXYZ-TV Detroit, Mich. Trainer Fred Maynord worked with corps of dogs to show what their qualifications must be, commands they learn and how they bypass traffic hazards. Paul Knowles, blind field director of Leader Dog League, explained adjustments of blind trainee. Safety lecture regarding blind pedestrians was given with slides by member of Detroit Police Dept.

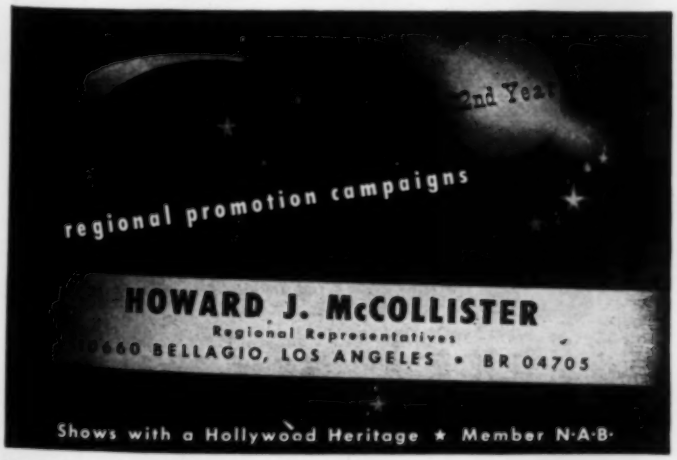
Mayor Reports

PROGRAM featuring mayor in 15-minute weekly talk is aired on WCSI (FM) Columbus, Ind. Mayor informally discusses various phases of city administration problems, explaining his policies and decisions to community.

Gadgets Sell on TV

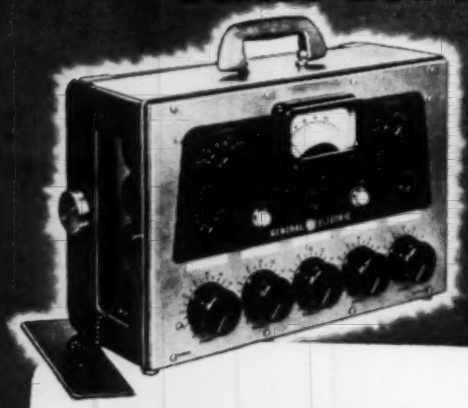
INTERESTING ITEMS and gadgets are shown on *Gadget Gazette* program on WTMJ-TV Milwaukee, Wis. Show is sponsored by The Boston Store, department store, and sales increases of 100 and 250% were reported on two items shown on early show.

EVERY MAJOR EVENT at Chilton County (Ala.) Peach Festival was covered by WKLF Clanton, Ala. Station's entire staff was utilized in picking up everything from selection of queen to addresses by Gov. James E. Folsom and visiting dignitaries.


regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

PORTABLE AMPLIFIER

for FM ★ AM ★ TV



The only PORTABLE amplifier that gives you all this—

- One sturdy, single unit, containing amplifier, A-C power supply, and batteries—
- Four pre-amplifier channels with high-level mixing—
- Light weight—only 35 pounds including batteries—
- "Battery-saver" filament switch—

ALL IN *ONE* PACKAGE!

COMPARE THEM POINT BY POINT!

	G. E.	Manufacturer A	Manufacturer B
Single case includes AC and battery power supply	Yes	No	Yes
Weight	35 lbs.	29 lbs.	40 lbs.
Number of Mixers	4	3	4
Number of pre-amps	4	3	0
Accessibility	Excellent	Fair	Poor
Test tone	Yes	No	No
PA Connections	Yes	Yes	No
Both normal and high headphone levels	Yes	No	No
Rated power output (dbm)	+18	+18	+10
Max. power output	+24	+20	+17
Line isolation pad (db)	6	2	2.5

PERFORMANCE-ENGINEERED AT ELECTRONICS PARK

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin containing specifications, plus price information, on the G-E single unit Portable Amplifier.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

GENERAL ELECTRIC

Production

HARLAN THOMPSON, formerly vice president and executive producer of IMPRO Inc. (Independent Motion Picture Producers Releasing Organization), joins CBS as associate producer of *Ed Wynn Show* starting on CBS television network in late September.

PETER JAMERSON, formerly of WCKY Cincinnati, has joined WNEB Worcester, Mass., as disc jockey.

DEANE LONG, former production manager and chief announcer at KCBQ San Diego, announces resignation effective Sept. 1. Mr. Long was formerly production manager of WWL New Orleans and now plans to organize Tel-Ra Productions in San Diego.

NORM BOBROW has joined announcing staff at KVI Seattle.

SID DORFMAN and **JACK CRUTCHER** have joined writing staff of CBS *Burns and Allen Show.*

JOHN D. METZGER has been appointed junior producer and continuity writer for WLWC (TV) Columbus, Ohio. Mr. Metzger was program director for AFN station in Arabia during war and later served at WCOL Columbus as continuity director, writer and producer.

STAN TORGERSON, formerly with KGLO Mason City, Iowa, has joined WLCX La Crosse, Wis., as program director.

ARVENE V. BORTLES, JOHN R. SEDGWICK and **ROBERT W. BRAUN** have joined ABC Hollywood staff. Messrs. Bortles and Braun in mail and messenger department and Mr. Sedgwick in protective service of network Television Center.

TED EILAND, program director of WSAZ Huntington, W. Va., has been re-elected president of Huntington Community Players, local little theatre organization. Other WSAZ staffers associated with Players are **BERT SHIMP,** production manager, and **BOB HOWARD,** announcer.

TOM FRANKLIN, former general program manager of KYA San Francisco, has joined KXYZ Houston, Tex., as program manager. Mr. Franklin is author of book on radio news which has been tentatively accepted for publication by U. of California Press.

PAUL KANE, formerly of program department of WAAM (TV) Baltimore, has been appointed production manager for station.

JOHN LARGENT has joined announcing staff of KENI Anchorage, Alaska.

ETHEL OWEN has joined cast of NBC's *Hogan's Daughter.*

CARL WEBSTER PIERCE, producer of ABC *Breakfast in Hollywood,* has shifted to newly-created post of program director. **RALPH HUNTER** replaces him as producer.

HELEN CLAIR has joined cast of NBC serial *Young Widder Brown.*

DAVE NOWINSON has resigned as head script writer of KFI Los Angeles, to enter freelance radio writing field.

DIRK COURTENAY, Chicago disc m.c. is the father of a boy, Douglas.

ALLEN LUDDEN, m.c. at WTIC Hartford, Conn., is the father of a girl, Martha Ann.

LOU TEICHER, assistant to CBS director of program operations, is the father of a girl.

MARSHALL KENT, WGN Chicago announcer, is the father of a boy, Joe Frederick.

BILL WELLS, staff member of KCOH Houston, Tex., is the father of a girl, Kathleen Louise.

LES ABRAMSON, music librarian at WMGM New York, is the father of a boy.

DON BRINKLEY, assistant program director at WBBM Chicago, is the father of a boy, Jeffery.

PETER POTTER, KFWB Los Angeles disc m.c., is the father of a boy, William Bell.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

CALIFONE
10 pound • Professional Quality
Three-Speed • Lowest Price
TRANSCRIPTION PLAYERS
CALIFONE CORPORATION
1041 N. Sycamore, Hollywood 38, Calif.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

★ VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

CKNW
THE *Only* STATION THAT COVERS BOTH HALVES OF THE "VANCOUVER AREA"
CALL FORJOE • In Canada, RADIO REPS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796 Plaza 5-7358
Shop and laboratory—720 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

*Member AFCCE**

WHY WOR-TV CHOOSES FAIRCHILD

The month of September sees another great landmark in the advance of television. WOR-TV goes on the air. Taking its cue from over a dozen years of operating Fairchild equipment at WOR, key station of the Mutual Broadcasting System, WOR-TV, one of the most modern installations, again selects Fairchild.

They know, as do many of the AM, FM and TV stations in the United States and abroad, that Fairchild recording and playback equipment is professional equipment. They know that a 14:25 transcribed show, spinning on Fairchild Synchronous Turntables will sign at exactly 14:25 *on the nose.* Not 14:29 or 14:21. Exactly 14:25!

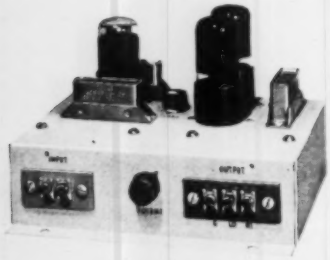
TRANSCRIPTION TURNTABLE

On the right is shown a unit familiar to WOR-TV, to recording studios, radio stations and film companies.

- **Direct to center gear drive.**
- **Instant speed change during operation.**
- **No slippage coupling.**
- **Highest signal to noise.**
- **No tattletale wow or flutter.**
- **Lip Synchronous.**
- **Removable front access panel.**
- **Adjustable feet for levelling.**
- **Knee and toe space for operator.**
- **Increased operating efficiency.**
- **Reduced operating costs.**

FAIRCHILD UNIT 524

CUING AMPLIFIER

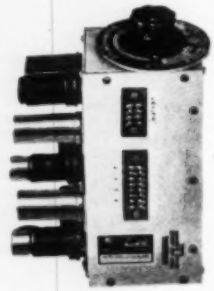


Unit 635 was selected by WOR-TV to be installed inside the Turntable cabinets. It is a compact 2 stage push-pull power amplifier. It supplies a local audio signal to a loudspeaker or to a number of headsets in order to monitor or cue a disk. It bridges across any low impedance line. Specifications:

± 1½ db, 70—15,000 cps.
Gain Control. Tone Control.
Three watts output to a loudspeaker.

PREAMPLIFIER-EQUALIZER

Unit 622 obviates the expensive multiplicity of equalizers literally forced upon the owner of sound equipment by the ever increasing number and types of pickups. Operates independent of source impedance; provides equalized line level output from the turntable; Fairchild Unit 622 is in use with all modern pickups in professional services. Vertical; lateral; standard and microgroove pickups—high impedance and low impedance—ONE EQUALIZER FOR ALL. WOR-TV uses it.



Write for complete details and descriptions.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

WTTM SERVICE

For National Advertisers

WTTM Trenton, N. J., has launched a complete merchandising service available to national advertisers, according to General Manager Carl Mark. Alfred J. Barker, formerly with Vick Chemical Co., joins the NBC affiliate as merchandising director.

Under the WTTM plan, called "Certified Merchandising," advertisers in all categories are offered service including guaranteed distribution in retail outlets, wholesaler and jobber cooperation; personal calls by WTTM merchandising personnel on retailers to assist in point-of-sale promotion and display, letters to retailers, periodical inventory reports to determine radio's effectiveness, use of the 500-seat WTTM auditorium and other merchandising support tailored to the advertiser's needs.

In conjunction with the merchandising plan, Mr. Mark states, WTTM has made an arrangement with Mercer Wholesale Drug Co. whereby WTTM-advertised drug store items will receive special merchandising and promotional attention in the 117 independent outlets serviced by Mercer, representing 98% of all drug stores in the Trenton area. Mr. Mark also said similar merchandising assistance is available in grocery, clothing, appliance, furniture and other fields.

AUTO SELLOUT

WING Sponsor Praises Radio

SALES SUCCESS story for radio was told to listeners via WING Detroit fortnight ago by the satisfied sponsor, WING reported.

Ray Simons Inc., local Cadillac dealer, for seven months has been using a half-hour Sunday afternoon program on WING titled *Cadillac Music Hall on the Air* to boost sales of used cars. But radio sold the firm out of its used cars, the station said, and the following commercial was aired:

For over six months Ray Simons Inc. has been telling you about their used cars in this weekly spot. This Sunday however, they do not have any used cars which they can call to your attention. Apparently this is the result of action by you in the radio audience. It's proof that many of you have taken advantage of the particular used car values that Simons' have offered in the past. Business at Simons has been going along at a merry pace, and . . . to you . . . Simons extend their thanks.

'Five Years And Over'

A "Five Years and Over" club was founded Aug. 5 at Leo Burnett Co., Chicago, with 63 members of the agency staff as charter members. Six of the nine people who opened the firm's first offices in Chicago's London Guaranty Bldg. in August 1935 are currently active in the company and make up the "founder" class in the newly-formed club. These are Leo Burnett, Mary Keating, DeWitt O'Kieffe, F. Strother Cary Jr., Margaret Stevens and John Olson.

Management

JAMES H. KNOX, formerly director of radio for National Assn. of Real Estate Boards, Washington, has been named general manager of WDLF DeLand, Fla. Mr. Knox is veteran of 14 years experience in radio and has served on staffs of Young & Rubicam, Kenyon & Eckhardt, Biow Adv., all New York; N. W. Ayer & Son, Philadelphia, and D'Arcy Co., St. Louis.

DAVE BUTTON, former program director for KTLN Denver, has been appointed manager of KSVP Artesia, N. M.

GORDON R. PHILLIPS, who had resigned as program director of WROV and WROV-FM Roanoke, Va., will remain with Radio Roanoke Inc., stations' operator, and has been named to newly-created post of assistant manager. Mr. Phillips was formerly with Don Lee Network.

CONRAD C. RICE, who has been associated with WEMP and WFOX Milwaukee for past 12 years, has joined WMIL Milwaukee as assistant general manager.

JIM FLETCHER, for past two years manager of KTKN Ketchikan, Alaska, has joined KFRB Fairbanks in same capacity. He is succeeded at KTKN by **TOM DURANT,** former news editor for station.

S. S. FOX, president and general manager of KDYL-AM-TV Salt Lake City, and Zelda McQuarrie have announced their marriage.

JOHN W. ELWOOD, general manager of KNBC San Francisco, has been appointed Northern California Chairman of Citizen's Committee for Hoover Report.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been named member of public relations committee of 1949 Greater Hartford Community Chest Campaign Committee.

HAROLD E. FELLOWS, general manager of WEEI Boston, has been named member of Aviation Committee of Boston Chamber of Commerce.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York.
(Rep.)
5000 WATTS—NOW!

TRANSIT FM

Hits Chicago Problem

TRANSIT FM in Chicago last week appeared to have been roadblocked, with companies competing for advertising and equipment franchises hesitant to invest venture capital heavily at this time.

"An unrest on the part of capital," with money going into television, was cited as the main reason for delay. This reluctance follows extensive investment in transit experimentation and the study of estimated operating expense. Cost of initial equipment installation in Chicago's 3,000 streamlined streetcars and rubber-tired public transportation vehicles is placed between one-half million and $1 million, with an additional million yearly for operation. This includes an estimated $6,000 monthly minimum for station maintenance—salaries for announcers, engineers and music librarian, upkeep of a library and taxes.

A spokesman for the Chicago Advertising Co., which handles advertising in Chicago Motor Coach busses, said a $4 or $5 million business, amortized over a period of years, would be needed to justify such a set-up. Equipment tests have proved expensive, and thus far unsatisfactory. Sample public reaction has been tabbed on short test runs only.

Leading contenders for the equipment franchise are believed to be Stromberg-Carlson, affiliated with Transit Radio Inc., national sales representative of FM stations using the medium in vehicles, and General Electric, with its subsidiary, Omnibus Inc. [BROADCASTING, July 4]. The latter group is understood to be represented legally by Dwight H. Green, former Illinois governor.

Chicago Motor Coach, a private firm which operates about 8% of the city's busses, and the Chicago Transit Authority, publicly-owned body running the remainder (streetcars, elevated, subways and trolley busses), have assumed a mutual watch-and-wait role. Their primary consideration is what public reaction will be. Until tests prove more satisfactorily that the entertainment and commercial medium will be accepted, members of each group are studying reactions in other cities and analyzing all presentations.

Inasmuch as the CTA is publicly-owned, it is generally believed franchise rights will go to the highest bidder, probably with minimum guarantees and a sliding scale of returns. An estimated $8 million in advertising revenue would accrue yearly to the franchise holder. At least five stations are interested in getting broadcast rights, either individually or cooperatively. They are WGNB (*Chicago Tribune*), WMOR-FM, WBIK (Balaban & Katz), WFMF (Marshall Field) and WCFL-FM (Chicago Federation of Labor).

WRNL AT POLLS

Covers Virginia Primary

FOR THE FIRST time in Virginia, coverage of the Democratic primary for the gubernatorial election was fed to a state-wide network of 11 stations when WRNL Richmond planned and produced a minute-by-minute report of the proceedings Aug. 2.

Eight origination points were used for the broadcast and pick-up points included campaign headquarters and homes of the four candidates. When final returns came in, WRNL reportedly was on the air first with concession speeches by Candidates Arnold, Edwards and Miller and with victory speech of Sen. John Battle. Eleven-station coverage was sponsore by Virginia Chevrolet Dealers Assn.

Commercial

RICHARD D. WARD, formerly sales manager for WHSC Hartsville, S. C., and WJMX Florence, S. C., has been appointed to same position with WFEC Miami, Fla.

MRS. ASYA ZUCKER, formerly with WEVD and WLIB, both New York, has joined sales staff of WFDR (FM) New York.

MERRILL W. FUGIT has joined sales staff of WISN Milwaukee.

FRANK PARTON, formerly commercial manager at WBBB Burlington, N. C., has joined WAFB Baton Rouge, La., in same capacity.

HOWARD H. FRY, formerly of WMOH Hamilton, Ohio, has moved to Beaumont, Tex. as director in Beaumont Broadcasting Corp., in which he holds stock, and as member of commercial department of the corporation's KFDM Beaumont.

HERB STEWART, graduate of U. of Ohio in radio, has joined commercial staff of WTVN (TV) Columbus, which is scheduled to begin operations on Labor Day.

FORD WARNER, commercial manager of KMBY Monterey, Calif., is the father of a boy, Dennis Craig.

ED HIMMER, Transit Radio salesman at KXOK-FM St. Louis, and Florence Dieckmann have announced their marriage.

RAY CROWL, sales representative at WHBC Canton, Ohio, is the father of a boy, Jeffrey Wright.

DORA C. DODSON AGENCY announces removal of offices to 319 Mortgage Guarantee Bldg., Atlanta, Ga. Agency represents **Forjoe & Co.** and **Joseph Hershey McGillvra Inc.**

RCA Communications has opened direct radiophoto circuit between New York and Capetown for transmission of letters, official documents, news pictures, etc.

Response ±2.5 db, 40 cps to 15 kc; Output -46 db

Broadcast Engineers Helped Design it!

Network Shows Use it!

Now Compare it with Any in Your Studios!

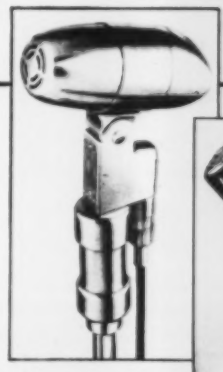
New "650"
Response ±2.5 db,
40 cps to 15 kc.
Output —46db.
External Shock Mount.
Impedance Selector
List Price.....$150

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant Has E-V Acoustalloy diaphragm. Omni-directional. Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

Electro-Voice INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arlab

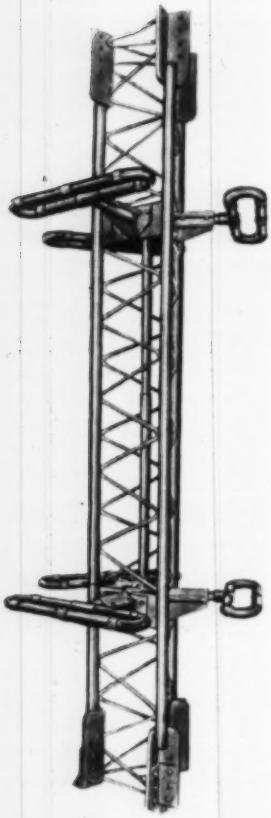


New "645"
Response ±2.5 db,
40 cps to 15 kc.
Output —50 db.
External Shock Mount.
Impedance Selector.
List Price.....$100

The "635"
Response ±2.5 db,
60 cps to 13 kc.
Output —53 db.
Impedance Selector.
For Hand or Stand.
List Price.....$60

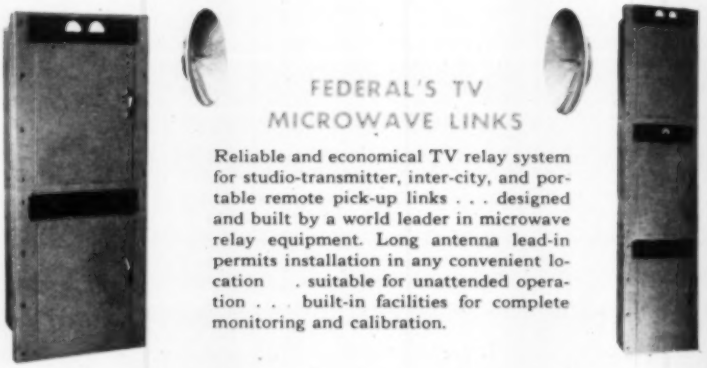
OUT OF Federal

Federal's line of TV associated equipment – quality companions to the outstanding new Federal transmitter – includes such items as–



FEDERAL'S
TRIANGULAR LOOP
LOW-COST, HIGH-GAIN TV
TRANSMITTING ANTENNA

Highest gain in the field results in greatly reduced initial investment cost and substantial savings in day-to-day operation. Stackable in bays of two elements each. Four bays gives gain of 8.3. Cost-reducing, efficiency-increasing features include single transmission line feed, factory pretuning, simple design and construction.



FEDERAL'S TV
MICROWAVE LINKS

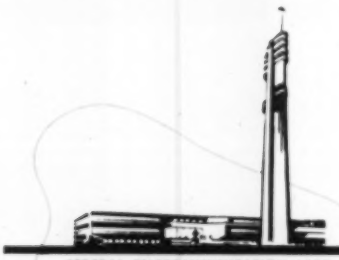
Reliable and economical TV relay system for studio-transmitter, inter-city, and portable remote pick-up links . . . designed and built by a world leader in microwave relay equipment. Long antenna lead-in permits installation in any convenient location . suitable for unattended operation . . . built-in facilities for complete monitoring and calibration.

FEDERAL'S TV
TRANSMITTER MONITORING AND
CONTROL CONSOLE

Complete facilities for checking the characteristics of aural and picture signals at each stage from microphone or video input to the RF output . . . all in one compact, convenient unit. No external equipment required.

FEDERAL'S TV MONITOR

Backed by more than a year's highly successful operation in TV stations. Self-contained facilities for precision testing and checking of aural and picture signals. Features internal calibration, pre-tuned to station frequency, optional "flash" overmodulation indicator.

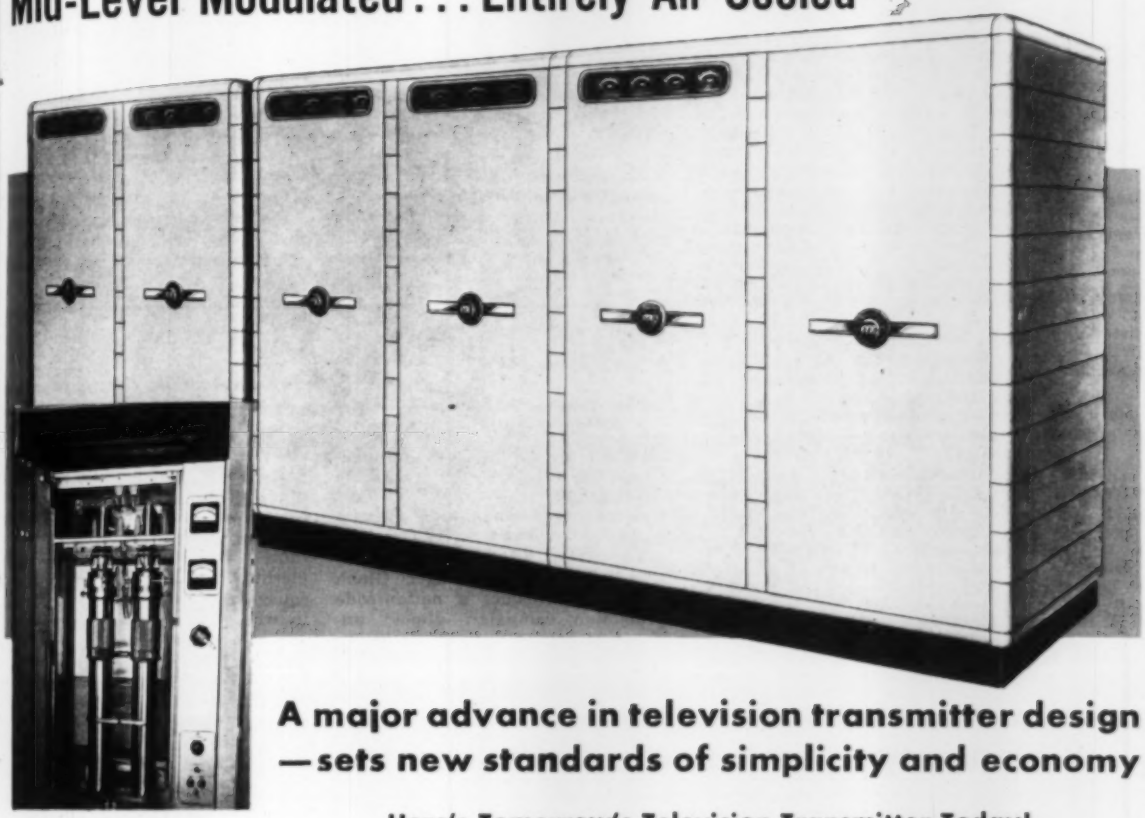


Federal

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N J a unit of I T & T's world-wide research and engineering organization

COMES A GREAT NEW TV TRANSMITTER

Mid-Level Modulated . . . Entirely Air Cooled



Final, air-cooled power stage in Federal's new TV Transmitter.

- **MID-LEVEL MODULATION** *. . . for overall simplicity*
- **COMPLETE AIR COOLING** *. . . for efficiency and economy*
- **ALL PROVEN STANDARD TUBES** *. . . for reliability*
- **CONSERVATIVE COMPONENT RATING** *. . . for long service life*
- **COMPLETE FLEXIBILITY** *. . . for simple layout*

A major advance in television transmitter design —sets new standards of simplicity and economy

Here's Tomorrow's Television Transmitter Today!

The finest in TV operation—maximum performance, economy and reliability—now is yours with Federal's new 5 KW Transmitter for high band and low band service.

Federal's exclusive Mid-Level Modulation combines the simplicity of high level modulation with the economy of low level modulation. This ingenious balanced design permits the use of standard, less expensive air-cooled tubes in every stage . . . fewer, non-critical tuned circuits.

The lack of complex and expensive cooling systems . . . the assurance of long service life through conservative rating of components . . . the flexibility of layout arrangement—the six bays may be arranged in straight line, "U" or "L" shape. These and other important advantages are provided by this latest addition to the Federal line of quality broadcast equipment. For details on Federal TV, write to Department B-909.

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

FEDERAL TELEPHONE & RADIO FTR

An IT&T Associate

Technical

ROBERT BENSON, staff engineer with KTXL San Angelo, Tex., has been promoted to chief engineer. He replaces **JACK R. PROCTOR**, who has resigned to enter television school in Chicago.

EDWARD W. WILLIAMS has joined WTWA Thomson, Ga., as chief engineer and announcer. **LEONARD S. ZEPP** has joined station as engineer-announcer.

BOB MEEKER has been appointed chief engineer for KSVP Artesia, N. M. He will be assisted by **KAY PALMER** and **CLOYDE WOOLEY**.

DON HORNE has been appointed studio supervisor, engineering division, for CBC Vancouver. **BASIL HILTON** has been made regional engineer for CBC British Columbia division. Mr. Horne started with CKMO Vancouver in 1936 and joined CBR Vancouver in 1939 as operator.

WILLIAM KUSACK has been promoted to chief engineer at WBKB (TV) Chicago. He formerly was associated with RCA Victor Div., joining WBKB in 1940 as project engineer and assistant chief engineer.

TONY GELUCH has been appointed chief operator of CBR Vancouver, B. C.

EDWARD A. BRINLEY and **LEO TRUMBLE** have joined WOAI-TV San Antonio as cameramen. Mr. Brinley was color photographer for agency in New Haven, Conn., and has finished three-month course at Television Workshop, New York. Mr. Trumble spent two years at WRGB (TV) Schenectady, N. Y. **BLANE M. BOLLINGER** is final addition to engineering staff of WOAI-TV, which is scheduled to begin operations late this year. Mr. Bollinger was with WFRC Reidsville, N. C., following completion of 15-month course at Central Radio and Television School, Kansas City, Mo.

JOHN C. PRICE, member of Gautney, Ray & Price, consulting radio engineers, Washington, is the father of a boy.

BOB MEYER, member of WBBM Chicago engineering staff, is the father of a boy, James Craig.

DELONEY HULL, cameraman for WSB-TV Atlanta, Ga., and **BARBARA SMITH**, *Atlanta Journal* TV feature writer, have announced their marriage.

ELECTRO-VOICE Inc., Buchanan, Mich., has published four-page illustrated booklet containing concise information and listing prices on E-V line of microphones and stands for all types applications. Copy of bulletin, No. 104, may be had by writing company.

RADIO DIV. of Sylvania Electric Products Inc., New York, has announced publication of 72-page booklet, "How to Service Radios with an Oscilloscope." Book is designed as reference for radio, TV and amplifier servicemen, and may be obtained from the division at 500 5th Ave., New York, 18.

PERMOFLUX Corp., Chicago, has announced production of new distortion free hi-fidelity speakers. Instruments are low distortion wide range single direct radiating speakers, covering from 40 to 12,000 cycles.

PANORAMIC RADIO PRODUCTS INC., Mt. Vernon, N. Y., has produced new instrument, Panoramic Ultrasonic Analyzer, model SB-7, which company claims to be fastest, simplest and most direct means of ultrasonic spectrum analysis. Many ultrasonic signals' frequency may be observed at one time on new instrument.

Up to 42% Savings on your Recording Costs!

By The Sensational New

COLUMBIA

(Lp) Microgroove Method

See How You Save!

*Substantially Lower Cost Per Record

*More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side

10" Plays 13 Minutes, each side.

Full Columbia Transcription Quality Maintained Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc.

Trade Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

Los Angeles: 8723 Alden Drive, Bradshaw 2-5411

New York: 799 Seventh Avenue, Circle 5-7300

Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

SUCCESS of the WLS Chicago-*Sun Times* joint square dance promotion contest was witnessed by station and newspaper executives. They are (l to r) G. A. Holt, *Prairie Farmer*-WLS vice president; James E. Edwards, president; Harold Safford, program director; R. J. Finnegan, executive vice president and editor, *Sun-Times*; George Biggar, director, *WLS National Barn Dance*; Mr Snyder, and Marshall Field, president and publisher of the *Sun Times* and owner of four radio stations. In the background are WLS entertainers, who performed between dances.

SQUARE DANCING

WLS Sponsors Nationwide Promotion

ROLLICKING square dance rhythms are as danceable along Chicago's exclusive Boul Mich as in the village square, WLS Chicago staffers proved last week after a quarter-century of suspecting same. With proof came the decision of General Manager Glenn Snyder to conduct a nation-wide promotion campaign—almost unheard of for an individual station—with coast-to-coast competitions for square dancers.

This idea, first considered several months ago, crystallized into action after Mr. Snyder and his staff checked response to a Chicago-area square dance competition conducted as a joint promotion with the daily *Sun-Times*. More than 20,000 city-dwellers flocked to a Grant Park pavilion adjacent to Michigan Blvd. on the city's lakefront to see champions of three preliminaries compete in the finals Aug. 3.

Thirty sets — 240 dancers — donned bright costumes and whirled partners to dos-a-dos calls. One set of eight dancers was chosen Windy City champion after swinging to tunes of a WLS hay loft band. Station officials, pleased with results which exceeded even their high expectations, are completing details for a national square dance contest next summer, in which preliminary heats would precede finals in urban as well as rural areas. Cooperation will be invited from civic, youth and parent-teacher groups.

WLS and its publication, *The Prairie Farmer*, have fostered popular demand for this type of dancing and its music for 25 years via the WLS *National Barn Dance*, radio's oldest continuous commercial broadcast and stage show. It is aired Saturday nights from Chicago's Eighth St. Theatre, with a half-hour segment sponsored by Phillips 66 gasoline on ABC's Midwest, West and Southern stations. A televersion also is seen Mondays on ABC.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Fremart

NOW, NOW, NOW IS THE TIME

On Records: Russ Morgan—Andrews Sisters—Dec. 24648; Gordon MacCrae — Cap. 57-679; Teddy Phillips — Tower 1460; Larry Green — Vic. 20-3505; The Riddlers—Hi-Tone°; The Pepperettes —Horace Heidt 1011; Rex Koury—Castle 1405.

On Transcriptions: Alan Homes—Associated; Russ Morgan—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE

NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Promotion

MINIATURE frying pan, approximately 2½ inches in diameter, is novel promotion item for WEBR Buffalo, N. Y. Pasted in center of pan is red and white disc reading, "What's Cookin'—Chuck Cook—WEBR-970 6-10 a.m.—Give a Listen." Mr. Cook conducts morning disc show.

FM Contest

FIVE FM and AM radios were prizes in four week contest sponsored by WCAL-FM Northfield, Minn., in effort to promote listeners to new station. Listeners could send in any number of 50 word or less completions of sentence, "I like to listen to FM because . . ." Best letter of each week received radio with fifth instrument going to best letter of entire contest. Contest was plugged over music programs on both WCAL-AM and FM.

KTSM Has Wishbone

GLUED to bright blue folder sent to trade by KTSM El Paso, Tex., is white plastic wishbone. Folder begins, "Wishing won't do it—BUT KTSM Will!" Promotion item urges readers to send for information on station.

WSJS Trophy

LARGE GOLF TROPHY has been donated by WSJS Winston-Salem, N. C., to Forsyth County Golf Tournament as civic gesture to promote interest in tournament. Cup must be won three successive years for permanent possession, but medal is given yearly winner by station for personal momento of victory.

Market Data

POINTING HANDS illustrate colored folder sent by KCKN and KCKN-FM Kansas City to members of trade. Folder shows map of stations' day and night coverage and statistics emphasizing Kansas City's buying power and lists number of radio homes in stations' area.

Visiting Viewers Pay Off

FIVE TV set owners with greatest number of viewers per set were given prizes by WDTV (TV) Pittsburgh in cooperation with Kep's Electric Co., same city. One brief pre-announcement made over station encouraged set owners to send in names and addresses of friends who watched their sets. Over 19,000 names were received with winner having 137 persons at his set. Each listener was sent small green card certifying that he belonged to WDTV Pioneer Television Club.

Recruiting Babies

IN SEARCH for attractive child to be "Storecast Baby" for world premier of *Yes, Sir, That's My Baby* on WEHS-FM Chicago, station is using Storecast *Music to Buy By* program. Mothers listening at home or shopping in stores with Storecasting hear about savings bond and grocery products offered as prize to child chosen as "Storecast Baby."

KSAL Maps

MAP showing increase of almost half a million population and nearly 150,000 new radio homes is being distributed by KSAL Salina, Kan. New coverage is result of station's increase to 5 kw power.

Network Uranium

UNIQUE PROMOTIONAL mailing has been made by Northern Network, comprising WSOO Sault Ste. Marie, WDMJ Marquette and WMIQ Iron Mountain, Mich. Calling themselves "The Three Prospectors," network officials Stanley Pratt, president and general manager of WSOO; Russel Staffeld, commercial manager, and Dick Burnett, station manager, have sent letter to trade reading in part: "The Northern Network is small . . . so is the atom. The atom packs a terrific wallop . . . and so does our Northern Network, for advertisers who want to reach Northern Michigan." Purchases of "stock" in Soo-Tomic Uranium mines have been made for trade-members and bulletin containing information on mine is inclosed, as well as small map showing relative positions of mine and stations. Letter says, "Any comparisons between this information and our coverage claims will be frowned upon." In conclusion, readers are told, "Please remember . . . send no money . . . and don't pay the postman when he delivers the certificate . . . a wire or phone call collect will get you all the information you need on the Northern Network, if that is what you are really interested in."

Promotion Personnel

MARIE KUKMAN, formerly of WBBM Chicago, has joined KOOL Phoenix, Ariz., as director of sales promotion.

JANE O. FLAHERTY has been appointed manager of promotion and publicity for WLWD (TV) Dayton, Ohio. Miss Flaherty held similar position with WIBC Indianapolis for past three years. Prior to that, she was member of Chicago staffs of Robert Meeker Assoc. and CBS station relations department.

HARRIETT GEORGE, formerly in program operations at WAAM (TV) Baltimore, has been appointed director of publicity.

JIM PARSONS, director of publicity for Don Lee Broadcasting System, is recovering from a nasal operation.

GEORGE A. DeGRACE, promotion director for WISN Milwaukee, is the father of a girl, Kathleen Ann.

ALAN D. COURTNEY, NBC assistant manager of guest relations and station relations, and Mary Curtin have announced their marriage.

MEMORIAL PLAQUE honoring Margaret Wylie, J. Walter Thompson Co., Chicago, timebuyer who died last October, has been dedicated at Mark Twain Adventure Camp by members of Chicago Radio Management Club.

STORECAST CORP.

Promotes WMMW-FM Service

FIRST NATIONAL Stores and Storecast Corp. is conducting an extensive promotion campaign in southern New England this month to announce the change of Storecast instore music and announcements service from wire lines to broadcast service from WMMW-FM Meriden, Conn. Theme of the promotion is a contest for "Your Majesty, Mrs. Homemaker," who is asked to tell, in 50 words or less, why she believes her family is a "Royal Family" or tops.

Announcements on WMMW-FM, posters in 359 stores, 1,000,000 bag stuffers, window displays and newspaper space in 18 New England cities are being used to promote the new type of Storecast and the contest. John C. Dowd Inc., Boston, is the First National agency.

WMFD Increases Power

WMFD, ABC outlet in Wilmington, N. C., is now on air with increased power of 1 kw on 630 kc. Formerly 250 w, 1400 kc, use of the new AM frequency coincided with start of operation of WMFD-FM on Channel 242 (96.3 mc) with 11 kw. Last Monday, WFLB Fayetteville became a bonus station to WMFD which is owned and operated by Richard A. Dunlea.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Ever need "sudden service" on SPOTS?

Sometimes you've just got to get your spots recorded and pressed in a hurry. Yet you must have *quality* too. That's where RCA skill and RCA equipment make all the difference.

As they do in every recording and pressing requirement! At RCA Victor you get the benefit of:

- The most modern equipment and facilities in the trade, plus 50 years' accumulated "know-how."
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

First in the field!

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

155 East 24th Street
New York 10, New York
MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesman for 5 kw network outlet in prosperous midwest market. Must be experienced, civic-minded and willing to settle in one of America's finest communities. Send particulars and photo to Box 801B, BROADCASTING. Replies held confidential.

Wanted, salesman. Experienced for 250 watt fulltime independent going on air in September. Ohio market with good opportunity for right man. Drawing account and commission. Reply to Box 110c, BROADCASTING.

Salesman-announcer to build morning show 6:30 to 8:30 and sell in Rocky Mountain city 15,000. Initiative, originality and car, prerequisites. Photo, disc and references expected. Box 186c, BROADCASTING.

Salesman. One of largest transcription firms in America. Good territory open. Straight commission. Box 200c, BROADCASTING.

Opportunity for men or women radio promotion sales. Splendid compensation. Steady. Travel. Wire or write 2511 Mansard Street, Vernon, Texas.

KHMO, Hannibal, Missouri, 5000 kw on 1070 kilocycles, has an opening in sales department for an aggressive salesman. No get-rich-quickers wanted. If you are a floater don't apply. This is a sound, steady job. We want a man who will stay and grow with the station and the billings. Write complete information, present employment, experience, earnings for past three years and how soon available to Wayne W. Cribb, General Manager, Radio Station KHMO.

Salary and commission salesman to work with our regular man. City of 50,000. NBC 250 watts. Two other 5,000 watt stations. Must be experienced in radio sales work and producer with good references. KXLK, Great Falls, Montana.

250 watt station in prosperous community wants experienced salesman who can produce. Offer substantial guarantee and top commissions to right party. KXLO, Lewistown, Montana.

Chicago's north shore. We've sold FM for three years. Can you sell it now? 47,000 watts, most independent station in the Chicago area. Have storecasting. Transit Radio underway. Are you young and aggressive with proven sales ability? Car. Adequate draw, generous commission. Grow with station. Full details immediately to WEAW, Evanston, Illinois.

WVOM, Boston, 5,000 watt independent on 1600 kilocycles can use good experienced radio salesmen. Opportunity advancement to commercial manager. WVOM has good regular programming and also foreign language. Send full details to Manager, WVOM, Harvard Street, Brookline, Mass.

Announcers

Immediately—Combination man. Emphasis on announcing. Will consider someone with little experience, but good voice and willingness to learn. Send disc, background, salary expected to Box 111c, BROADCASTING.

Announcer with first class license. Announcing ability most important. Network affiliate. KDWT, Stamford, Texas.

Experienced announcer with disc jockey experience. Radio Station KMLB, Liner's Broadcasting Station, Inc., P. O. Box 1723, Monroe, La.

Combination, experienced announcer, first class operator, fair salary and advancement. Matt Gettings, WAYN, Rockingham, N. C.

Help Wanted (Cont'd)

Announcer, experienced, for all-round work. Midwest man preferred for five-day week job. Send disc and full particulars. WBCM, Bay City, Michigan.

Sportscaster who must be able to write and report local sports. Permanent. Our first staff vacancy in 14 months. Position now open to applications from Illinois and adjoining states only. Personal interview necessary. Station WLOP, La Salle, Ill.

Technical

Wanted by September 1. Operator-announcer by Kansas fulltime 250 watter. Good pay, excellent conditions, college town. Box 84c, BROADCASTING.

Wanted—Chief engineer for 250 watt station in Georgia. Must be able to announce. Write or wire with complete data to Box 105c, BROADCASTING.

Wanted — First class operator for WFNC, Fayetteville, N. C.

Production-Programming, others

Wanted. Topflight continuity director for one of largest regional network affiliates in midwest. Must be experienced all types of copy, including farm and mail. Must be able to direct department and have knowledge of traffic and production. Excellent starting salary with plenty of advancement opportunity. Give complete details including references and samples in first letter. Box 942B, BROADCASTING.

Fifty thousand watt network affiliate, established more than twenty five years, wants morning man. Market over a million. Need Hooper story for at least one year. Reply, letter only, references, salary, to Box 165c, BROADCASTING.

Graduate home economist to write and broadcast daily kitchen type program and daily extemporaneous report from the Municipal Food Terminal. Important established position. Bright future. Address replies to Box 202c, BROADCASTING.

Television

Production-Programming, others

Experienced television producer, writer, announcer and emcee. Preferably combination of two or more. New midwest station. State whether willing to make trip for personal interview. References. Minimum salary requirements. Box 201c, BROADCASTING.

Situations Wanted

Managerial

Sales manager-salesman. Employed. Experienced. Dependable. Desires permanent position with progressive station in market with good potential. Box 911B, BROADCASTING.

Attention. Florida owners. Married couple with fifteen years combined radio experience in all phases of station operation wish to settle in Florida and assume duties of station management and as many other positions as effort permits. $8,500.00 combined yearly income must be guaranteed first year. Excellent business and character references. Write if interested. Box 189c, BROADCASTING.

Let me furnish details on capable manager, program director with good background commercial radio. Box 192c, BROADCASTING.

Situations Wanted (Cont'd)

General manager and part-owner of regional, fulltime, network station looking for the right deal in midwest, Rocky Mountain or Pacific Coast areas. In radio since 1927. Complete production, sales and management experience with all titles. Four years an army operating officer with superior rating. Top industry references covering CBS, WLW, KMOX and two small market regionals experience. Know national, regional and local sales methods. Solid business salesman. Have trained dozen successful radio salesmen. Careful personnel manager. Recently established biggest grosser-earner in midwest small-market field. Have stock control troubles. Want management deal with investment opportunity in medium or small market. Excellent civic leadership history. Capable public speaker. Fine family of four. Top character and financial references. Box 195c, BROADCASTING.

Salesmen

Experienced salesman wants position in upper midwest. Five years experience in sales, continuity, and announcing. Dependable, sober, good references. Box 185c, BROADCASTING.

Salesman-announcer, looking for position with progressive station. Neat, personable, versatile. Willing to travel. Jack Fisher, 909 W. Main St., Hoopeston, Ill.

Announcers

G.I., two years experience, major in speech. Desires position with radio station for all-round announcing work. Limited experience, but willing to learn. Will travel anywhere. Salary not important. Box 986B, BROADCASTING.

Announcer experienced. Desires position with northeastern station. Knows board. Available for personal interview. Good voice. Box 38c, BROADCASTING.

A really competent newscaster is looking ahead to quality AM or TV. Newspaperman. Five years. Radio newsman, four. Distinctive voice, delivery, rewrite. Family, nondrinker, college graduate, highly recommended, disc, picture, resume. Box 106c, BROADCASTING.

Hillbilly and western disc jockey desires to make change preferably in southeast or southwest. Five years experience as staff announcer and disc jockey. Box 131c, BROADCASTING.

Ambitious program director, experienced both rural and metropolitan areas, wants real opportunity west or southwest. Experience all types announcing, selling. Now eager for position offering professional and financial advancement, possibly program director position combined with assistant manager. Considered conscientious, reliable. Best personnel relations staff and sponsors. Well-liked in community. Can produce. Prefer some airtime for specialty programs and newscasts. Presently employed. Disc, details, copies references on request. Box 133c, BROADCASTING.

Cooperative, conscientious, congenial, dependable, sober announcer. Sixteen months experience, all facets, in two major markets. Strong news, sports. Independent, network, handle board. Mature selling voice. University graduate, 23, single. Presently employed, references. Prefer midwest. Box 166c, BROADCASTING.

Experienced, play-by-play sports announcer. Seven years experience all sports. Also experienced staff man heavy news and news editing. College graduate desires permanency with future. Box 168c, BROADCASTING.

Experienced announcer - copywriter seeks position with station in or west of Rockies. Box 171c, BROADCASTING.

Announcer now summer replacement CBS staff New York. Ten years experience from 250 to 5 kw. News, special events, record, morning and audience shows. Warm, human selling style. Have been program director, production manager, continuity chief and news editor. During war was radio correspondent after State Department requested release from Army Intelligence. After war, narrated "Transatlantic Call" and "Radio Newsreel" for BBC in London. Excellent references. Age thirty, married, two children. Available now or in October. Bill Bradley, Network Operations, CBS, 485 Madison Ave., New York.

Situations Wanted (Cont'd)

Regional or larger. Announcer presently employed small N. Y. market indie. Employer knows of desire to seek more advantageous position. Preparing three years for larger station. News, interview, and commercials my forte. Classical and pop music no strangers. Many solo hours on sports and remotes. Operate board. Program ideas. B.F.A. in radio. If in NE prefer personal interview. Resume and air-checks on request. Box 169c, BROADCASTING.

Sportscaster. Not the nation's best or most experienced but can do a job for you. Presently employed sports director. AFRS sportscasting experience. Married, dependable. Box 178c, BROADCASTING.

Sports director. Experienced play-by-play. Presently employed. Wants sports minded station with baseball, football, basketball. High references. Box 187c, BROADCASTING.

Announcer, single, 25. Four years experience. Presently employed at 1000 watt station. Midwest, southwest and Rocky Mountain areas preferred. Box 188c, BROADCASTING.

Sports-news announcer. Seven years experience. All types of play-by-play. Know sports from player angle with letters in three college sports and coached all sports high school two years. Background includes news and sports editor for high production 5 kw. Excellent news commentary, adlib and disc shows. Experience in programming, promotion and professional theater. Desire job as sports or newsman in St. Louis area or Florida, but will consider anywhere. Want change by Sept. 15. Discs and references for all above. Presently announcing Class B baseball. Box 197c, BROADCASTING.

At liberty, comedian and MC. Network barn dance experience. Write own material. Capable of producing barn dance. Radio ten years. Photos and write-ups upon request. Box 198c, BROADCASTING.

Announcer. Young, single, some experience. Versatile schooling. Willing to travel. Box 199c, BROADCASTING.

Announcer experienced staff and play-by-play. Presently employed metropolitan New York area station not broadcasting sports. No disc available top reference. Box 206c, BROADCASTING.

Announcer-program director. Sports, news hillbilly, DJ. Long proven record. Sober, married, reliable. Studying for FM-TV ticket. Available immediately. Tell everything first letter. Veteran. Box 208c, BROADCASTING.

Announcer, age 25, unmarried, veteran, 18 months experience. Ambitious, desire change. Disc and particulars on request. Box 209c, BROADCASTING.

Experienced announcer desires position with network outlet. Midwest preferred. Experience in all phases of behind-mike work. University graduate. Journalism BS. Friendly voice, good on adlib, two years experience, presently employed. Need change. Single and 28. Will travel. Box 210c, BROADCASTING.

Announcer-copywriter position for recent radio school graduate. Some experience. Box 213c, BROADCASTING.

Experienced combination man available. Matured, educated family man. Engineering secondary. Box 214c, BROADCASTING.

Sportscaster wants football games. Experienced, capable, good sports reputation. Prefer season, will take single games. Box 216c, BROADCASTING.

Sports announcer. Ten years play-by-play. High Hooper sportscast. Box 218c, BROADCASTING.

Attention metropolitan station managers. Presently employed announcer with license available. Completely experienced in small station operation. Take me under your wing and you'll find an industrious, married vet 25 years old. How about it? Data sheet awaits at Box 215c, BROADCASTING.

Disc jockey-singer, national reputation. Recordings available most U. S. radio stations, with one disc reaching million mark 1948-49. Eight years experience. Also spot, news and MC experience. Box 220c, BROADCASTING.

Experienced newsman, play-by-play announcer desires position that will guarantee security. Married with family. Good background in all phases of broadcasting. Box 221c, BROADCASTING.

Situations Wanted (Cont'd)

Top-flight announcer. Former program director. Looking for a square shooting outfit. Single, best of references. Disc available. Box 225c, BROADCASTING.

Versatile announcer wants change to New England. Has experience, ambition, personality. Will audition in person if necessary. Box 227c, BROADCASTING.

Hillbilly disc jockey, 3 years experience, musician, sober, now employed. Box 230c, BROADCASTING.

Hold it! Young, single, experienced announcer, top DJ and newscasting. Operate console, write selling continuity. Prefer N.E. but will consider all. Salary secondary to opportunity. Details. Arnold Brooks, 70 Sherman St., Passaic, N. J.

Staff announcer, 24. Single, reliable, college BA in speech. 1½ years independent and network experience, operate console. Will travel anywhere. Excellent references. Jack Edwards, 11402 Superior Avenue, Cleveland 6, Ohio.

Sports director, highest recommendations from station and best advertising agencies, sports authorities, news services. Play-by-play baseball, direct or replay, basketball, football, other sports. Staff announcing, top early morning record show and specialty show. News and special events. Steady, married and veteran. Available September 1st. Lee George, 714 S. Florence, Springfield, Mo.

Sports announcer. Play-by-play in major sports. Several years experience at high school and college sports. Well phased. Desire opportunity to do or assist on college sports in football and basketball. Have TV training. Anywhere in U. S. Disc and tape on request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Job wanted by college graduate as announcer-copywriter, singer. Some experience. Langston, Hawthorne Drive, Danville, Virginia.

Station going CBS, no time for sports. Topflight baseball ANNR available, also college football, national tournament basketball experience. Two daily sports shows. Best of references, including manager of this station. Disc and photo or personal interview if desired. Bill Snyder, Sports Director, WTHI, Terre Haute, Ind.

Technical

First class phone, vet, inexperieced wants jr. engineer position. Willing to travel. Box 984B, BROADCASTING.

Broadcast technician now employed, looking for position with progressive station contemplating television. My several years experience as motion picture technician would make me particularly adaptable to telecine operations. Experience in control room, transmitter, remotes etc. In addition to recording studio and 16mm motion picture production work. Over a year and a half at present location, best of references. Don't drink or smoke, consider any location. Box 64c, BROADCASTING.

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Engineer degree license 10 years experience, 7 as chief. Box 101c, BROADCASTING.

Engineer with $5000 to invest station in Colorado, New Mexico, Kansas, Oklahoma or Texas. Twenty years experience AM, FM, TV. Box 117c, BROADCASTING.

First phone man. Inexperienced. Single. 22. Wants junior engineer position. Ambitious and sober. Willing to travel. Box 170c, BROADCASTING.

First class phone. Vet., neat, ambitious, hardworker. Experienced xmtr operator. Remotes, recording and console work. Married. Will travel anywhere. Box 172c BROADCASTING.

Experienced AM-FM engineer. Single, 29. First phone, second telegraph, class A amateur. Excellent references. Will go anywhere. Available immediately. Box 173c, BROADCASTING.

Situations Wanted (Cont'd)

Engineer first phone, two years experience 250 and kw directional. Installation, remote turntable, recording, maintenance experience. Northeast only. Box 180c, BROADCASTING.

Immediately available. Radio-television technician with first class license will travel anywhere if given chance to break into engineer-announcer field. Box 181c, BROADCASTING.

Experienced chief engineer in AM and FM constructional operation, and TV training looking for permanent position with growing concern. Very best of references. Box 182c, BROADCASTING.

Chief engineer, experience includes installation of five transmitters and two studios. Now employed as transmitter engineer at 50 kw directional. Reason for change, desire chief's job. Box 183c, BROADCASTING.

Engineer, experienced transmitter and control room desires position in south or southwest. Single, do not have car. Available two weeks notice. Box 190c, BROADCASTING.

Engineer available immediately. First phone, single, veteran, 32 years old. Four months experience 250 watt FM transmitter, control board, announcing, some program directing. Interested same type work with progressive AM, FM station. Preferably eastern seaboard. Box 191c, BROADCASTING.

Engineer, now chief, experienced all phases plus combination man experience. Desire permanent position with progressive staff. Sober, reliable, can furnish excellent references. Box 203c, BROADCASTING.

Engineer, experienced installation, remote, maintenance, control. Graduate two tech. schools. Ham. Permanent position, east. Box 217c, BROADCASTING.

First class phone license. Willing to travel. Vet, single. Box 219c, BROADCASTING.

First phone transmitter operator and control room. 22 months experience. 250 watt station, single, 24. Box 222c, BROADCASTING.

Young man, single, willing to travel, has first class radio telephone license. Box 223c, BROADCASTING.

Combination man will be available September first, eight years chief. Married, prefer west coast states. Box 231c, BROADCASTING.

Two young men, free to travel. Both with first class telephone licenses. Box 224c, BROADCASTING.

Vet, first phone, age 23. New York Tech. grad. Limited experience, but anxious to learn. Salary not important. Any location. 433 East 50th, Savannah, Ga.

Engineer, 24, single, first class ticket, some experience as staff announcer on board small Texas station. Have car, will travel anywhere. W. K. Berry, Lampasas, Texas.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's graduates. Wire or write furnishing full information. Cook's Radio School, 2933 N. State St., Jackson, Mississippi.

Combination man or transmitter engineer. Single, 21 years old, vet, recent graduate radio school. Inexperienced and willing to learn. Go anywhere, prefer Minnesota or vicinity. Available immediately. William Farhart, 1661 First Ave., Jackson, Miss.

First class phone. Graduate Radio-Television Institute. Veteran, single, 27, musician, will travel, prefer northeast. Franklin Graham, Jr., Bennington, Vermont.

Radio engineer holds 1st phone. Employed as broadcast engineer for 9 years. 4 years in 5 kw station. 14 years amateur radio. Radio school graduate. Some college radio. Have references. Paul P. Graves, 73 Court St., Augusta, Maine.

Combination man has first phone with six months experience, desires permanent position preferably in the middlewest. Will consider all replies. Details upon request. Don Ponec, 5421 S. 20 St., Omaha, Nebraska.

Situations Wanted (Cont'd)

Engineer fully experienced AM and FM including high power equipment. Good background and reference. Box 184c, BROADCASTING.

Transmitter operator. Available immediately. Four years broadcast experience. Thirty. Single. Consider anything, go anywhere. Lewis Sherlock, Box 1161, Plainview, Texas.

First class phone license. Vet. 25, married. No children. Willing to travel. James Turner, 6609 Avenue T, Brooklyn 34, New York.

Engineer-announcer wishes position. Will consider any location. Just completed 34 weeks training. First phone. Inexperienced. Philip Schneider, Sedgwick, Kansas.

Production-Programming, others

Excellent morning man for regional or 50 kw station. Veteran, college graduate, 8 years experience announcing and programming. Also capable salesman. Excellent record. Excellent references. Desire to make change to greater opportunities before or shortly after January 1, 1950. Box 177c, BROADCASTING.

Station manager's enthusiastic letter tells my story. Journalism grad. 250 experience, report, write, edit, broadcast news. Box 617B, BROADCASTING.

Capable, college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington, D. C. station. Box 795B, BROADCASTING.

New York state-New England. Five years experience. News editor. Announcer. Script writer. Available after August 12. Box 67c, BROADCASTING.

For hire. The poor man's Henry Morgan. For disc or tape write Box 112c, BROADCASTING.

Need loyalty? Devotion and talent? Presently ensconced in a metropolitan N. Y. station. One top mail pull, solidly selling D. J. who's versatility is his pride. From church program to a band remote in one minute. Married, 3 children, college grad. Console operation as fast as anyone. New York, Connecticut, New Jersey, fans galore. Like the big town. Want to stay in vicinity. Mentions in all top columns and trade papers. Box 137c, BROADCASTING.

News editor, announcer. Experienced play-by-play sports announcer. Excellent newscaster. College graduate, married. Desire permanent connection with future. Box 167c, BROADCASTING.

Reliable, loyal university graduate. Serious-minded. Write copy. Knows board. Need job. Anywhere. Disc, copy, photograph ready. Write Box 176c, BROADCASTING.

Program and production manager, 33, seeking small city situation. Three years AFRS as general manager and program director. Veteran. Married, college graduate. Box 179c, BROADCASTING.

Continuity writer, director for Texas area. Degree, experienced. Young woman, worth your highest salary. Personal interview. Box 193c, BROADCASTING.

A reliable young woman, radio school graduate, college graduate, wants to serve your station as copywriter, preferably with some air work. Opportunity for advancement more important than pay. Box 194c, BROADCASTING.

Copywriter. Wants position. Over one year with network affiliate as announcer-copywriter. Samples upon request. Box 196c, BROADCASTING.

Women's program director, presently employed, desires similar position in established station. Pleasing mike personality. Writes commercials that sell. Background of producer, continuity editor, traffic. College graduate. Box 204c, BROADCASTING.

Women's newscaster, disc jockey, control board operator, children's programs, commercial continuity writer. Ambitious young lady. Will travel. Excellent training. Box 229c, BROADCASTING.

Television

Salesmen

Harvard man, infinitely discreet, ultimately restrained, fantastically gentlemanly, wants job as an on-the-job trainee salesman with a television station. Box 113c, BROADCASTING.

Television (Cont'd)

Production-Programming, others

Women's director of AM-FM station wishes to enter TV to develop and produce topflight shows. Theatre and movie background. Box 205c, BROADCASTING.

Assistant director, trained by network TV directors in New York, seeks chance to put television knowhow to work. Opportunity ranks higher than salary. Full particulars, references on request. Box 233c, BROADCASTING.

For Sale

Stations

Wyoming network outlet with annual gross of $85,000. Price $110,000; terms. Box 174c, BROADCASTING.

Illinois exclusive daytimer grossing $50,000. For quick sale at $38,000. Terms. Box 175c, BROADCASTING.

For sale. Only independent in urban market of 150,000. 250 watts, fulltime. North central. Box 207c, BROADCASTING.

Equipment, etc.

FM equipment for sale. GE 3 kw transmitter with little use. FM monitor. 4-bay antenna and 800 feet of coax. Will sell all or transmitter separately. Excellent condition. Save money on your installation. Box 228c. BROADCASTING.

2 Presto 6-N recorders. 1 90-A amplifier. Excellent condition. Box 232c, BROADCASTING.

For sale. Hammond Novachord, walnut finish case and instrument in excellent condition, model H, serial 96, late model speaker. Little used. Price $795. WREN, Topeka, Kansas.

FM—Complete equipment to begin 250 watt FM operation. Includes REL model 549A-DL transmitter, 600 R frequency monitor, 600 AMPR monitor amplifier, 623R program amplifier, 643R pre-emphasis unit, 641R power supply, Andrew folded quadrupole antenna, 200 foot Lehigh self-supporting tower, 325 feet RG/20-U coax. Total cost new over $7500. Has given completely satisfactory service for 28 months. Bargain. We are going to 3 kw approximately October 1. Will sell either equipment or tower separately. Write Ted Bailey, Chief Engineer, WJBC, Bloomington, Illinois.

For sale. Towers. Two 200' Blaw-Knox self-supporting base insulated towers, less lighting equipment. Dismantled ready to ship. Both for $1775 F.O.B. Tonganoxie, Kansas. WREN, Topeka, Kansas.

C-Permit; no station in industrial-agricultural city 20,000; retail area radius 30 miles 400,000 population. James Coston, 748 Nellie Avenue, Florence, Alabama.

For sale. FM transmitter. GE 250 watt FM transmitter, GE station monitor, GE 2 doughnut antenna system, less pole. Make offer. WREN, Topeka, Kansas.

For sale. Comparatively new complete RCA equipment for 250 watt radio station. Good price for quick sale. Paul Hunter, Leesburg, Fla.

Wanted to Buy

Stations

Fulltime station or CP, New England or New York. Box 226c, BROADCASTING.

Employment Service

Immediate openings. 23 western and midwest stations, 33 southern, 12 northeastern stations. For managers thru women copywriters. Urgent for 25 more announcers/engineers. RRR-Radio TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Production-Programming, others

SCRIPT WRITER

50 kw network affiliate in major midwest city needs an experienced, all round script writer for AM and TV shows of all types, including network originations. Emphasis on musical and dramatic shows. Permanent job for person desiring to live in midwest. Send full details on experience, salary requirements, references and recent photo to

BOX 40c, BROADCASTING

(Continued on next page)

XUM

Help Wanted (Cont'd)

NEWSMAN WANTED

A top-rated, Ohio regional station, operating a livewire news department, is looking for a topflight newsman. He must be able to prepare and present network calibre newscasts, be aggressive and have executive ability. Preference will be given to the applicant with local news reporting experience and a newspaper background or journalism training will be helpful. Five years similar experience necessary. Excellent compensation and bright future available to proper party. Personal interviews arranged in New York City August 16-20, inclusive. Bring audition transcription, references, etc. Contact Weed and Company, 350 Madison Avenue, New York—Vanderbilt 6-4542, for appointment.

Announcers

ANNOUNCER

50 kw network-owned station—top middlewest metropolitan market. Send complete biography, disc and references to

BOX 212c
BROADCASTING

School

Looking for WELL TRAINED MEN?

Tell us your needs! Our graduates have thorough . . . full time technical training in one of the nation's finest Radio-Electronic-Television training laboratories.

These men are high grade...have F.C.C. Licenses and are well qualified to operate and maintain Radio-Broadcast and Television equipment. Write, phone or wire:

EMPLOYMENT SERVICE,
DEFOREST'S TRAINING, INC
2533 N. Ashland Ave, Chicago 14, Ill
Phone LIncoln 9-7260

Schools

The **SCHOOL** *of* **RADIO TECHNIQUE**

● NEW YORK ●
HOLLYWOOD ● CHICAGO
America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!
Send for free Booklet B.
Approved for G.I. Training in New York and Chicago Branches.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

For Sale

Equipment

FOR SALE
RCA MI-4875G
combination pickup and ORK-17 transcription turntable chassis. BOTH for $265 FOB Fresno. New, in original factory cartons. Only 6 available.
P.O. Box 407, Fresno, Calif.

Employment Service

CUTTING EXPENSES?
Mr. Station Manager,—

Here's your chance to save money. Hire announcers and disc jockies who have been trained on the air over New York stations. They know all phases of radio including commercial writing, console operation, selling, and station routines.

We have qualified men willing to trade dollars for experience in your station. Resumes with photos and discs available on request. Wire collect your requirements to America's famous radio school.

CAMBRIDGE
School of Radio Broadcasting
220 W. 42nd Street
New York 18, N. Y.
Wisconsin 7-0038

Exclusive Market Stations

Midwest

A very profitable independent that dominates a most desirable secondary market in one of the midwest's best radio areas.

$65,000.00

South Central

A network outlet that has shown consistent profits. The only station in a small city that is the hub of a rich agricultural territory.

$37,500.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

CAMPUS STATIONS

Proposed Ban Opposed

PROPOSED rules changes relating to carrier current and other presently unlicensed radio operations have been divided into four parts by FCC in an effort to simplify its consideration of the complex problem.

The action was believed encouraged by the scores of complaints received at the Commission to the proposed limitation or ban of college "wired-wireless" broadcast stations which now operate all over the country without FCC authorization. FCC's proposal, first announced in April, concerned classification and restriction of carrier current systems, radio control devices and other apparatus which generate radio frequency waves [BROADCASTING, April 25].

The Commission divided the case into four categories: Incidental radiation devices, such as laboratory signal generators, beat frequency audio oscillators and other oscillators; carrier current communications systems, such as power companies, mines, telephone companies and railroads employ for internal communications; devices which operate above 1605 kc, such as garage door openers, model aircraft controls and other remote controls; college campus broadcasting systems and radio phonograph oscillators.

FCC indicated it could consider each category separately when data and comments were processed without awaiting completion of the other groupings. If hearings or further investigations in any classification were necessary, FCC said, this would not delay action on other groups.

The scores of comments on college campus stations were received from all types of educational institutions as well as from students, parents and even commercial broadcasters. Many of the complaints were forwarded to FCC by Congressmen, Senators and state governors. Principal objections to any limitations on campus stations were based on the views that these institutions provide a training ground for commercial broadcasting; most institutions could not afford low-power FM outlets now authorized for educational use; most students don't have and couldn't afford FM receivers anyway.

AMATEUR RULES

FCC Sets Oct. 10 Conference

INFORMAL conference has been ordered by FCC for Oct. 10 on its proposals to amend the rules governing amateur radio operation. FCC indicated extensive comments have been received, ranging from full approval to full disapproval of the proposals.

American Radio Relay League, official spokesman for ham operators, however, has vigorously opposed the FCC proposals and in an extensive brief filed through its Washington counsel, Paul M. Segal, attacked what it termed the "new philosophy of Government planning" for 75,000 American hams. The brief alleged such planning "will operate to stifle amateur initiative, circumscribe amateur development, and eventually result in the debilitation of amateur radio as it exists today."

The "brilliant history of development of the amateur service" through free enterprise and resultant contributions to technical progress was noted. Such advancement "cannot be successfully planned or directed or blueprinted —by Government or anyone else," the brief said.

RADIO NEWS

Clinic at Minn. U. Sept. 2

CLINIC for university teachers of radio news courses will be a follow-feature of the annual convention of three journalism teachers' associations at U. of Minnesota Sept. 2.

Clinic, arranged by the Council on Radio Journalism, will be an all-day session devoted to discussions of the problems of training university students for work in radio and television news rooms. Chairman of arrangements committee is Baskett Mosse of Medill School of Journalism, Northwestern U.

Prof. Mitchell V. Charnley of Minnesota school of journalism, CRJ chairman, says the clinic has been planned because of rapid expansion of radio news training and the need of teachers new to the field gaining know-how through experience-sharing.

Program includes three roundtables: laboratory and teaching facilities, Mr. Mosse, chairman, Edward Lambert of Missouri U. and Olaf Blue of Montana State U.; curricula-planning, Floyd Baskette of Emory U., chairman, Kenneth Bartlett of Syracuse U., Don Brown of U. of Illinois and Harry Heath, Iowa State; teaching methods, Paul Wagner of Ohio State U., chairman, and Mr. Charnley and Arthur M. Barnes, U. of Iowa.

Arthur Stringer of NAB will be a luncheon speaker and Dr. Wilbur Schramm, director of Institute of Communications Research, U. of Illinois, will speak on research in radio news.

The clinic follows annual three-day conventions of American Assn. of Teachers of Journalism, Assn. of Accredited Schools and Departments of Journalism and the American Society of Journalism School of Administrators.

WFDR, AFRA Sign

WFDR (FM) New York, International Ladies' Garment Workers' Union station, has signed a contract for staff announcers with AFRA providing for $70 base salary. AFRA said terms of contract were excellent for the FM field.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES) JULY 3-9

NIELSEN-RATING+

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
		EVENING, ONCE-A-WEEK			
1	25	Big Story	4,477	11.4	+3.2
2	5	Mr. Keen	4,360	11.1	+0.4
3	7	Mr. District Attorney	4,320	11.0	+0.5
4	6	Crime Photographer	4,242	10.8	+0.1
5	22	This Is Your F.B.I.	3,456	8.8	+0.4
6	50	Curtain Time	3,456	8.8	+2.9
7	3	Walter Winchell	3,378	8.6	—2.9
8	19	Dr. Christian	3,338	8.5	—0.3
9		Henry Morgan Show	3,338	8.5	
10	21	Mr. Chameleon	3,299	8.4	—0.1
11	13	First Nighter	3,260	8.3	—0.9
12	20	Fat Man	3,221	8.2	—0.5
13	39	Gene Autry Show	3,142	8.0	+1.2
14	30	Mystery Theatre	2,935	7.6	+0.3
15	8	Our Miss Brooks	2,906	7.4	—2.9
16	24	A Life in Your Hand	2,828	7.2	—1.1
17	29	Your Hit Parade	2,710	6.9	—0.6
18	34	Stop the Music (4th Qtr.)	2,631	6.7	—0.3
19	47	Vaughn Monroe	2,631	6.7	+0.5
20	35	Philip Morris-Horace Heidt	2,631	6.7	—0.3
		EVENING, MULTI-WEEKLY			
1	3	Counter-Spy	2,357	6.0	+0.1
2	1	Lone Ranger	2,199	5.6	—1.0
3	8	Supper Club	1,689	4.3	—0.1
		WEEKDAY			
1	1	Arthur Godfrey (Ligg. & Myers)	3,456	8.8	—0.4
2	2	Pepper Young's Family	3,063	7.8	—1.0
3	3	Right to Happiness	2,946	7.5	—1.2
4	7	Arthur Godfrey (Nabisco)	2,710	6.9	—0.6
5	21	Rosemary	2,671	6.8	+0.4
6	4	Young Widder Brown	2,631	6.7	—1.4
7	5	Backstage Wife	2,592	6.6	—1.5
8	14	Wendy Warren	2,514	6.4	—0.4
9	9	Our Gal, Sunday	2,435	6.2	—0.8
10	12	Guiding Light	2,396	6.1	—0.8
11	11	Ma Perkins (CBS)	2,357	6.0	—0.9
12	24	Aunt Jenny	2,357	6.0	—0.3
13	20	Perry Mason	2,357	6.0	—0.5
14	8	Stella Dallas	2,357	6.0	—1.4
15	23	Ma Perkins (NBC)	2,317	5.9	—0.5
		DAY, SATURDAY			
1	2	Grand Central Station	3,535	9.0	+0.5
2	1	Armstrong Theatre	3,299	8.4	—0.8
3	5	Stars Over Hollywood	3,181	8.1	+0.5
		DAY, SUNDAY			
1	1	House of Mystery	1,924	4.9	—0.4
2	8	Symphonette	1,257	3.2	+1.3
3	12	Radio Bible Class	825	2.1	+0.7

Copyright 1949, A. C. Nielsen Co.
NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO 39,275,000—THE 1948 ESTIMATE (REVISED) OF TOTAL U. S. RADIO HOMES.
(+) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 to 5 MINUTES.

'AIR BAEDEKER'

Travel Series Planned

NEW SERIES of transcribed public service programs, *The Baedeker of the Air*, has been announced by Ted Hudes Radio Productions, New York. The 15-minute programs will be presented over 900 stations from coast to coast, giving information, suggestions and advice relative to winter and summer travel in some of the Western Europe countries, the firm announced.

Program will be presented as public service, free of charge to the stations, but open for local sponsorship. They will be ready before start of the 1950 vacation season. For further information, write firm at 17 East 42nd Street, New York 17, or call Ted Hudes, Murray Hill 9-2440.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

Allied Arts

RADIO WRITERS, Fort Worth, Tex., organization offering complete radio writing service, has been formed with **VIRGINIA FENWICK** as executive director.

ELSIE KEOLEIAN, formerly copy director for Hershey-Paxton, Detroit, and industrial editor for Brooke, Smith, French & Dorrance, same city, has joined editorial department of Jam Handy Organization, Detroit producer of filmed commercials.

DONALD ZAHNER, son of **OSCAR ZAHNER,** senior vice president of Ruthrauff & Ryan, New York, named account executive of Harry S. Goodman Productions, St. Louis. He will represent the concern in Missouri, Iowa and Kansas.

Equipment

JOHN J. DOYLE has been appointed manager of electronic tube sales for Westinghouse Lamp Div., Bloomfield, N. J. Mr. Doyle joined Westinghouse in 1926 and acted as manager of electronic tube sales to distributors for past six years.

CHARLES VAN MAANEN has been appointed vice president of J. J. Golumbo Co., Boston, distributor for Andrea sharp-focus TV sets. Mr. Van Maanen was previously sales manager for J. H. Burke Co., Boston and Eastern Co., Cambridge, Mass. He also was vice president of R. U. Lynch Co., Providence, R. I., Columbia Records distributor in that area.

SOUTH RIVER METAL PRODUCTS Co., South River, N. J., announces availability of three new products which are used in installation of TV and FM receivers: Antenna mast stand-offs fitting all size masts up to two inches; nail-ins in three and three-quarters inch lengths with wing tips to prevent turning after installation, and screw type insulators designed to accommodate both round and flat 300 ohm lines.

TECHNICAL SERVICE Inc., Plymouth, Mich., announces its latest model movie suitcase-projector which contains integral screen, magazine, amplifier and speaker, yet weighs only 40 lbs.

EMERSON RADIO & PHONOGRAPH Corp. has introduced three additions to its 1950 TV receiver line: seven-inch set priced at $129.95, lowest priced set in company's video line; 10-inch set at $199.50, and 12½-inch set at $249.50. Company claims 10-inch set is only TV set with wood cabinet to retail for less than $200.

TRANSVISION Inc., New Rochelle, N. Y., announces master amplified antenna system for apartment houses, hotels, hospitals and other establishments where large numbers of sets are desired. Master antenna serves all sets in building.

SPECIAL TRIBUTE was paid to KMO KTBI and KTNT (FM) all Tacoma; KIRO KJR KOMO Seattle, and KPUG Bellingham, Wash., in vote of appreciation to Washington's radio stations made by Washington Assn. for Social Welfare. Tribute was due to stations' spotlighting of association's 43rd annual conference in Tacoma this spring.

CONTROL CONSOLE

RCA Builds Unit for WPJB

FIRST all-steel master control room console for broadcast studios to be built by RCA soon, will be delivered to the *Providence* (R.I.) *Journal's* FM station, WPJB. The equipment, custom built, contains three sections, forming a wide "U," and is of especially low construction, affording the operator a clear view of the studio, according to RCA. The left section supports equipment for Studio B, a ring-down panel, and remote lines; the right section controls the announcer booth and Studios C and D; and the center section contains facilities for master control switching and the network relays.

Studio A has its own special console with self-contained racks of equipment. There are provisions for feeding four outgoing channels and the console controls 10 input circuits, with facilities for remote and network lines. Complete monitoring facilities for all 10 inputs and 4 outputs are provided. The new, all-steel desk measures 119 inches long, 55½ inches deep and 39 inches high.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

WSLI
JACKSON
MISSISSIPPI
1st In Listening
April 3, 1949 Conlan
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

ACTIONS OF THE FCC

AUGUST 5 to AUGUST 12

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

August 5 Applications . . .

ACCEPTED FOR FILING

AM—1060 kc

KIFI Idaho Falls, Idaho—CP to change frequency from 1400 kc 250 w unl. to 1060 kc 10 kw unl. DA-DN AMENDED to request DA-N.

AM—1480 kc

Felix H. Morales, Houston, Tex.—CP new AM station on 1510 kc 1 kw D AMENDED to request 1480 kc and change studio location to Pasadena, Tex.

AM—710 kc

KFBC Cheyenne, Wyo.—CP to change from 1240 kc 250 w unl. to 710 kc 5 kw-N 10 kw-D DA-DN AMENDED to request 10 kw-D 1 kw-N.

Reinstatement of CP

WCAW Charleston, W. Va.—CP to change from 1400 kc 250 w unl. to 790 kc 1 kw unl. DA-DN.

Modification of CP

Mod. CP new FM station for extension of completion date: WAAF-FM Chicago; WHNC-FM Henderson, N. C.; KBMA Beaumont, Tex.

August 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WEEU Reading, Pa.—Mod. CP new AM station to change hours of operation etc. for extension of completion date.

License Renewal

WCTW New Castle, Ind.—Request for license renewal.

License for CP

WDUQ Pittsburgh, Pa.—License for CP new FM noncommercial educational station.

TENDERED FOR FILING

KXOC Chico, Calif.—Mod. CP to change from 1150 kc 1 kw-N 5 kw-D to 5 kw unl. DA-N.

APPLICATION DISMISSED

Public Service Bcstg. Co., Seattle, Wash.—DISMISSED Aug. 4 Application new AM station on 1250 kc 1 kw ST.

August 9 Decisions . . .

BY THE SECRETARY

WABB-FM Mobile, Ala.—Granted license new FM station; Channel 271 (102.1 mc) 51 kw; 285 ft.

WRFS-FM Alexander City, Ala.—Granted mod. CP change type of trans.

KCUL Fort Worth, Tex.—Granted mod. CP to change type trans. and specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WLAA Columbus, Ga. to 9-1-49; WSGN-FM Birmingham, Ala. to 2-12-50; KOWN Conway, Ark. to 10-22-49; WEXI St. Charles, Ill. to 11-21-49; KCBS-FM San Francisco, Calif. to 3-1-50; WLWB Dayton, Ohio to 12-6-49; KCHA Charles City, Iowa to 11-27-49; WBIR Knoxville, Tenn. to 11-1-49; KNBC San Francisco, Calif. to 12-WDEL-TV Wilmington, Del. to 2-23-50; WBIK Chicago to 12-1-49 on express condition that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of Supreme Court's decision in United States v. Paramount Pictures, Inc., et al., 334 U.S. 131; WASH Washington, D. C. to 2-3-50; WTBO-FM Cumberland, Md. to 3-1-50; WACE-FM Chicopee, Mass. to 1-1-50; WNAM-FM, Neenah, Wis. to 10-1-49; WBIR-FM Knoxville, Tenn. to 11-1-49; KSO-FM Des Moines, Iowa to 11-27-49; WSPA-FM Spartanburg, S. C. to 12-2-49; WRBL-FM Columbus, Ga. to 9-1-49, KTOK-FM Oklahoma City, Okla. to 11-29-49; KGMI Denver, Col. to 11-30-49. WBKB Chicago—Granted mod. CP for extension of completion date to 12-1-49 on express condition that it is without prejudice to any action Commission may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures, Inc., et al., 334 U.S. 131. WOIC Washington, D. C. to 11-30-49; KCUL Fort Worth, Tex. to 9-20-49; KROW Oakland, Calif. to 2-24-50; W5XRW Fort Worth, Tex. to 2-2-50; WSPD-TV Toledo, Ohio to 3-9-50. WAGA-TV Atlanta, Ga. to 2-28-50; WNAC-TV Boston, Mass. to 12-1-49.

KYOS Merced, Calif.—Granted license covering change frequency, increase power, etc.

WSUA Bloomington, Ind.—Granted CP to reinstate CP, as modified to install FM ant. on top of AM tower.

KERN Bakersfield, Calif.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

KENE Belen, N. M.—Granted mod. CP to change type of trans. and change studio location.

WSDR Sterling, Ill.—Granted mod. CP to make changes vertical ant. and change type trans.

KLVT Levelland, Tex.—Granted license new AM station 1230 kc 250 w unl.

KNUJ New Ulm, Minn.—Granted license for new AM station 860 kc 1 kw D.

WERI Westerly, R. I.—Granted license AM station 1230 kc 250 w unl.

WBGR Jesup, Ga.—Granted license new AM station 1370 kc 1 kw D.

WNER Live Oak, Fla.—Granted license new AM station 1450 kc 250 w unl.

WWHG Hornell, N. Y.—Granted license new AM station 1590 kc 1 kw D (BL-3745).

WKMA Quitman, Ga.—Granted license new AM station 1490 kc 250 w unl.

WTOD Toledo, Ohio—Granted license install. FM ant. on side of present AM tower.

WPAR Parkersburg, W. Va.—Granted mod. CP to make changes in presently licensed vertical ant. and mount FM ant. on side of AM tower.

KBFY Snyder, Tex.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KPIX San Francisco—Granted license for new commercial TV station.

Kansas City Star Co., Area Kansas City, Mo.—Granted license for new experimental television relay KA-3486.

Colorado Bcstg Co. Inc., Area Pueblo, Col.—Granted license new remote pickup KA-3597.

Brownsville Bcstg. Co., Brownsville, Tex.—Granted licenses for new remote pickups KA-3540 and KKA-796.

KTOK Inc., Oklahoma City, Okla.—Granted CP for new STL KXA-79.

Blue Valley Co., Independence, Mo.—Granted CPs for new remote pickups KAA-546, and KAA-547.

ACTIONS ON MOTIONS

By Commissioner Hennock

WGBG Greensboro, N. C.—Granted continued hearing on applications of WGBG and WBBB Burlington, N. C. to Sept. 6.

WPEN Philadelphia—Granted leave to intervene in above proceeding.

FM Association—Dismissed petition which sought legislative hearing for promulgation of rule regarding duplication of network shows on FM stations.

Spartanburg Radio Co., Spartanburg, S. C.—Dismissed application for new station.

Mrs. Jane Rascoe, Corpus Christi, Tex.—Granted request to amend application to specify 1560 kc in lieu of 1580 kc 250 w D; accepted amendment and removed application from hearing docket; dismissed petition insofar as it requests grant of application.

Prairie Radio Corp., Lincoln, Ill.—Granted continuance indefinitely of hearing on application, pending action on petition for reconsideration and grant.

St. Mary's University Bcstg. Corp., San Antonio, Tex.—Granted extension of time to file exceptions to initial decision in proceeding upon application and that of Metropolitan Bcstg. Co., Alamo Heights, Tex. to Sept. 15.

WCTT Corbin, Ky.—Granted continued hearing on application and that of WISE Asheville, N. C. to Sept. 29; dismissed motion to take depositions.

Eastland County Bcstg. Co., Eastland, Tex.—Granted continued hearing from Aug. 8 to Sept. 9.

By Examiner Resnick

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition in part, requesting continuance of hearing on its application and that of Suburban Bcstg. Corp., New Rochelle, N. Y.; hearing continued to Sept. 26.

By Examiner Cooper

WMAW Milwaukee—Granted petition to continue hearing on applications for license and for consent to involuntary transfer of control; hearing continued indefinitely.

By Examiner Johnson

Terrell Broadcast Corp., Terrell, Tex.—Granted petition for leave to amend application to change ant. array.

KANA Anaconda, Mont.—Continued hearing on application from Aug. 10 to Aug. 19.

By Examiner Hutchison

Ukiah Bcstg. Co., Ukiah, Calif.—Granted petition for continuance of hearing on its application and that of Mendocino Bcstg. Co., Ukiah, Calif.; hearing continued from Aug. 17 to Sept. 19.

August 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WABA Aquadilla, P. R.—Mod. CP new AM station for extension of completion date.

WPRA Mayaguez, P. R.—Mod. CP new AM station to increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KOIN-FM Portland, Ore.; WLYC Williamsport, Pa.

WKFM Sandusky, Ohio—Mod. CP new FM station to change ERP to 28 kw, ant. to 205 ft.

WISC-FM Madison, Wis.—Mod. CP new FM station to change from Channel 255 (98.9 mc) to Channel 251 (98.1 mc).

KSTP-TV St. Paul, Minn.—Mod. CP new commercial TV station for extension of completion date to 3-16-50.

TENDERED FOR FILING

Reinstatement of CP

WOST Sparta, Tenn.—Request to reinstate CP for new AM station 1050 kc 1 kw D.

APPLICATION DISMISSED

Orange Belt Station, Redlands, Calif.—DISMISSED Aug. 5 application for AM station on 1410 kc 500 w D.

(Continued on page 66)

KAPLOW IN EUROPE

Will Interview AAF Units

STAFF ANNOUNCER Herb Kaplow of WCTC New Brunswick, N. J., left Aug. 2 for Washington, D. C., on first stop enroute to Europe to make a series of recorded interviews with U. S. Army Airforce personnel from New Jersey, now stationed with AAF units in the occupied countries of Europe.

Recorded interviews will be used for a series of programs being prepared and broadcast in cooperation with the New Jersey Assn. of Broadcasters and USAAF. Series will be broadcast sometime in the fall over WCTC and the other 17 member stations of the New Jersey Radio Network.

Mr. Kaplow's itinerary includes Newfoundland, Paris, and return to New Brunswick via southern route about Sept. 1 after visiting AAF installations in occupied countries.

HR + LC + 50,000 WP = *RESULTS*

WHAT IS IT?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Advertising on this Station MUST MAKE GOOD— or WE WILL!

WGRD

Grand Rapids, Michigan

For today's broadcast power needs . . .

RECTIFIER TUBES

★ PACEMAKERS IN DESIGN

★ SERVICE-PROVED

★ AVAILABLE IN A WIDE RANGE OF CAPACITIES

MODULATION, amplification, final output, all need d-c power . . . continuous, *dependable* if off-the-air periods are to be avoided. Your rectifier tubes are basic; good rectifier tubes make for good broadcasting. So buy General Electric—buy the best!

Design improvement is constant, with G-E rectifier types ever-new in their efficiency. For example, the new straight-side bulbs of Types GL-8008 and GL-673 give an increased temperature margin of safety; their slim contour also makes the tubes easier to handle, better to install.

Future AM-FM-TV power-requirement possibilities are matched by new G-E designs, such as the GL-5630 ignitron for a-c to d-c conversion. With this high-capacity tube it is possible to supply—economically, reliably—direct current in large amounts to broadcast transmitters.

If you build or design equipment, phone your nearby G-E electronics office for expert assistance in selecting the right G-E rectifier types. There are more than a dozen from which to choose. If a station operator needing tubes for replacement, your local G-E tube distributor will be glad to serve you promptly, efficiently, out of ample stocks on hand. *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GL-866-A

GL-8008
(also supplied with 50-watt base as Type GL-872-A)

GL-673
(also supplied with 50-watt base as Type GL-575-A)

GL-869-B

GL-857-B

GENERAL ELECTRIC

180-H5

FIRST AND GREATEST NAME IN ELECTRONICS

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	19 amp	20,000 v	10 amp (*20 amp)	2.5 amp (*5 amp)
GL-857-B	5 v	30 amp	22,000 v	40 amp (*Quadrature operation)	10 amp

FREE to

New Subscribers

until September 15

MARKETBOOK
SPOT RATE FINDER

ESSENTIAL MARKET FACTS

MARKETBOOK
SPOT RATE FINDER

SPOT RADIO FIGURES

MARKETBOOK
SPOT RATE FINDER

RETAIL SALES BREAKDOWN

MARKETBOOK
SPOT RATE FINDER

COUNTY, STATE FIGURES

MARKETBOOK
SPOT RATE FINDER

AM FM TV STATION DATA

MARKETBOOK
SPOT RATE FINDER

SERVICE FOR A YEAR

MARKETBOOK
SPOT RATE FINDER

SINGLE COPIES $1.00

MARKETBOOK
SPOT RATE FINDER

FREE TO SUBSCRIBERS

MAIL COUPON TODAY

Send me 52 weekly issues, 1949 MARKETBOOK, and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

$7.00 1 Yr. $12.00 2 Yrs.

I ENCLOSE $_____

PLEASE BILL ME ☐

BROADCASTING • TELECASTING
Nat'l Press Bldg., Wash., D. C.

JUDGES PICKED

To Rule on NARND Contest

FOUR EXPERTS in the field of radio news have been selected to judge entries in the 1949 awards program set up by National Assn. of Radio News Directors, according to an announcement by NARND Director Sig Mickelson, WCCO Minneapolis.

The four are General Manager E. R. Vadeboncoeur of WSYR Syracuse, N. Y.; Wilton Cobb, general manager WMAZ Macon, Ga.; Prof. Mitchell V. Charnley of U. of Minnesota school of journalism, and NAB Public Relations Director Robert K. Richards. Mr. Cobb is now chairman of NAB's radio news committee and Mr. Vadeboncoeur is a former chairman. Mr. Richards is a former working radio newsman and Mr. Charnley is author of a book on radio news entitled *News by Radio.*

Awards will be made in three classifications—to the single individual who through his broadcasting or allied radio activities has made the greatest contribution to the progress of radio news during the past year; to the station whose news department has achieved the greatest record of community service, and to the TV station whose community service record through its news presentation is judged to be most outstanding.

Deadline for entries is Sept. 1 and contest is open to NARND members and non-members alike. Entries should be addressed to Erle Smith, KMBC Kansas City, Mo., and be postmarked not later than Aug. 31.

AIDS IN FIRE

KXRO Gets Identification

IMPORTANT ROLE of public service was played by KXRO Aberdeen, Wash., after a spectacular early morning fire swept the local Lafayette Hotel, killing seven.

At the police chief's request, Fred Goddard, KXRO manager, started the broadcast day requesting listeners to call police department and supply information leading to identification of bodies because records were destroyed and the owner was killed in the blaze. Within a half hour, five guests were identified, the remaining two later. Station continued to cover developments with special news bulletins.

Program Director Art Lindsay's transcribed on-the-spot account led off the Alka-Seltzer *Newspaper of the Air* that day over Mutual-Don Lee from Hollywood.

Special WXYZ Studio

SPECIAL studio for tape-recording of shows and handling of delayed broadcasts has been completed at WXYZ (ABC) Detroit. Known as Studio F, the room has a variety of modern equipment. Each show is recorded and played-back twice, it was reported by Chief Engineer Charles Kotcher.

News

ANDREW F. HICKEY Jr., formerly with news staff of WPJB Providence, R. I., has been appointed chief of news room at WNEB Worcester, Mass.

JIMMIE WILLISON, formerly of WSMB New Orleans, La., has joined WPDQ Jacksonville, Fla., as news assistant.

CHUCK BURR, formerly staff announcer with WHLD Niagara Falls, N. Y., has joined WXRA Buffalo as sportscaster. Previously, Mr. Burr was announcer at KMUS Muskogee, Okla.

NICK CAMPOFREDA, for five years radio and TV sportscaster and m.c. on several Baltimore stations, has joined WAAM (TV) Baltimore as sportscaster on *Sports Room* program.

WALTER TROHAN, chief of Washington bureau of *Chicago Tribune,* will substitute for Fulton Lewis, Jr. on MBS during latter's vacation through Aug. 19.

CLIFTON UTLEY, NBC Chicago news commentator, is on six-week European tour. **ELMER PETERSON,** NBC Hollywood, replaces him.

CHARLES SHAW replaces Newscaster **BILL HENRY** on MBS, Mon.-Fri., 8:55-9 p.m., until Aug. 26, while latter takes vacation. Program sponsored by Johns-Manville through J. Walter Thompson Co., New York.

WAYNE GRIFFIN, ABC Chicago sportscaster, has been chosen favorite wrestling announcer of 1949 by east and midwest viewers in poll conducted by *Wrestling As You Like It* magazine.

BILL NEWELL, director of radio, Public Information Office, Fort Ord., Calif., has been awarded Army Certificate of Achievement for his work in organizing and supervising radio section of Fort Ord's PIO. Mr. Newell was formerly head of *Vancouver* (B.C.) *Sun* radio department and also was on staff of KOMO Seattle as news announcer and writer.

MILWAUKEE Common Council has cited WTMJ and WTMJ-FM for assisting "the cause of civic betterment" by donating time for *Mr. Milwaukee* every other Saturday.

NARBA CHANGES

Listed For Mexico By FCC

CHANGES in assignment of existing stations and provisions for new outlets in Mexico were reported by FCC last week upon notification from that country under the provisions of the North American Regional Broadcasting Agreement. Changes and new stations include following:

XEON Tuxtla Gutierrez, Chis.—Granted switch from 1390 kc to 1 kw day on 920 kc. XEDS Mazatlan, Sin.—Granted power boost from 500 w to 1 kw day, 500 w night, on 1420 kc. XEGS Sahuayo, Mich.—Granted power boost from 100 w to 250 w, on 1450 kc. New station grants—Agua Prieta, Son., 1 kw on 1010 kc; La Barca, Jal., 250 w day on 1090 kc; Queretaro, Qro., 1 kw day on 1570 kc.

FCC Actions

(Continued from page 64)

August 10 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WORM Easton, Md.—Mod. CP new AM station for extension of completion date.

License for CP

License to cover CP new AM station: WCEN Mt. Pleasant, Mich.; WCBA Corning, N. Y.; KTFY Brownfield, Tex.

Reinstatement of CP

WONO Saratoga Springs, N. Y.—CP to reinstate CP new AM station on 900 kc 250 w D.

Modification of CP

Mod. CP new FM station for extension of completion date: KBTM-FM Jonesboro, Ark.; WDBO-FM Orlando, Fla.; KVOB-FM Alexandria, La.; WDSU-FM New Orleans; WCUM-FM, Cumberland, Md.; WKFM Sandusky, Ohio; WKBN-FM Youngstown, Ohio; WHP-FM Harrisburg, Pa.; WMOT Pittsburgh.

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1470 kc

WMBD Peoria, Ill.—Mod. CP to change from 1470 kc 5 kw unl. DA-N to 1470 kc 5 kw unl. DA-DN.

AMENDMENT RETURNED

Pinellas Bestg. Co., St. Petersburg, Fla.—RETURNED Aug. 2 request to amend application to specify Channel 7 (174-180 mc) in lieu of Channel 5 (76-82 mc), if relinquished by WSEE (TV), with alternative consideration be given for Channel 6 (82-88 mc) if Channel 7 does not become available. (Returned as out of order with proposed rule making procedure).

(Continued on page 68)

HR + LC + 50,000 WP = RESULTS

WHAT IS IT?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

(Continued from page 23)

compromise would give a local club veto power over local broadcasts of other games only at times when the local club is playing at home or having an away-from-home game broadcast or telecast at home.

This idea was broached by the baseball attorneys in the conference. They felt it would remove most of the legal objections to Rule 1(d) as it now stands and that the degree of "restraint" which would remain would be upheld by the courts as "reasonable." Justice authorities apparently agreed, at least in part—as indicated by their submission of it to the stations for comment. They reportedly reserved opinion on the "reasonableness" of the remaining restraint.

There was nothing reserved about WISR Butler's comments on the plan, however. In a letter by Seymour Krieger of Courtney, Krieger & Jorgensen, Washington counsel, the station replied that "it would be just as sensible to put a condition on the operating authority of the Pennsylvania Railroad to operate trains between Washington and New York so that the Pennsylvania Railroad could not carry passengers on those days when any given bus line desired to haul passengers between those two points."

Mr. Krieger's Feeling

Mr. Krieger in his letter, dated Aug. 1, maintained that "a consent decree which grants 2% relief is worse than no consent decree at all, because it will give baseball's private government a basis of authority that it lacks today and will make it practically impossible for any individual station . . . to attack baseball's restrictive and illegal practices in a private anti-trust suit."

He urged the department to start suit if it cannot strike down "the completely restrictive practices" by consent decree.

The Justice spokesmen made plain in their session with Commissioner Chandler's representatives that they regard baseball broadcast and telecasts as interstate commerce, irrespective of the 1922 Supreme Court decision which held that baseball itself is not.

Counsel for the commissioner argued that baseball is essentially a sport, not a business. On this ground they contended that the legal analogies drawn by the Justice officials—such as their claim that Rule 1(d) effects a pooling of the control of news comparable to the pooling of patents in other fields — were largely inapplicable and improper.

The baseball representatives insisted it is in the public interest as well as baseball's to protect minor league clubs against the competition of major league broadcasts and telecasts. Accordingly they contend the courts would uphold Rule 1(d) if its elimination would seriously threaten the existence of smaller clubs.

An offshoot of Rule 1(d) which the department representatives criticized was clubs' refusal to consent to broadcasts of "outside" games within their "home" territories. They indicated they were more concerned with the practices of the major league clubs in this respect than with those of minor league organizations, and that they had been informed at least two clubs in the majors are opposed to any restrictive broadcasting practices.

The baseball attorneys reiterated that an enforced policy of "free-for-all" broadcasts or telecasts would be contrary to law; that it would invite if not compel disaster for many minor league teams; and that a modification of present practices under the controverted Rule 1(d) could be achieved to protect the "home" teams, major and minor, against competition with telecasts and broadcasts of outside games without endangering free dissemination of news.

'Exclusives' Questioned

The department also questioned the leagues' "exclusive" arrangements with Western Union for transmission of play-by-play material, and Western Union's agreement not to furnish such service without the consent of the club where the game originated. The baseball attorneys countered that such arrangements were necessary for protection of the home club's property rights in the news of the game.

Another point raised by Justice authorities was Commissioner Chandler's exclusive right to award the broadcast and telecast rights to World Series and All Star games. Their chief concern appeared to be with the commissioner's practice of granting such rights to a single network. They felt such games should be available to stations throughout the country.

The commissioner's counsel denied that this practice is improper. They argued that the owner of any property may legally dispose of it on an exclusive basis to whatever purchaser he wishes. The department officials did not appear to be persuaded, however.

Attorneys for Mr. Chandler conceded that certain practices had grown up which were not contemplated by Rule 1(d). Accordingly, they told the department, Commissioner Chandler earlier this year issued a ruling interpreting Rule 1(d) and ordering that specific practices be discontinued.

May Ruling

This ruling apparently was the one circulated during May, holding that a minor league team has the final word on whether major league games may be broadcast in its home territory but, having agreed to such broadcasts, has nothing to say about which station may carry them [BROADCASTING, May 23]. The interpretation is applicable to telecasts as well as broadcasts, and also to major league teams with respect to local broadcasts and telecasts of games in which they are not engaged.

It was this point which provoked WISR's complaint. The Butler station wanted to broadcast the games of the Pittsburgh Pirates. But, Attorney Krieger told the Justice Dept., the station was unable to secure the permission of the local Butler Tigers.

"This local club had absolutely no property interest in the ball games sought to be broadcast, nor did it even have any legitimate interest in preventing their broadcast, since at the same time that the local club refused to grant permission to Station WISR it granted permission to the competing station in Butler, WBUT, to broadcast the games of the Pittsburgh Pirates," Mr. Krieger wrote.

Commissioner Chandler's subsequent ruling which denied the Butler Tigers' right to choose between stations, the attorney declared, came as "small comfort" halfway through the baseball season after WISR had lost the broadcast rights which it had enjoyed for the past seven seasons.

'Object Strenuously'

Mr. Krieger said "we object strenuously to any veto power whatsoever on the part of the local ball club to interfere with the broadcast of games in which [it] has absolutely no property interest." The Butler Tigers' veto power under the compromise plan circulated by the Justice Dept., he declared, "would be just as effective as the veto power it has under the present restrictive major league rule."

Both listeners and advertisers, he said, would object to a plan whereby the Pirates games could be carried in Butler only when the Butler Tigers are not playing at home or having their away games broadcast or telecast at home. He continued:

The listeners would object strenuously to such an arrangement, since they would never be sure when they could hear the broadcasts, and the advertising sponsors who pay for the broadcasts would not be interested in this kind of partial service. . . .

. . . It is said that baseball is a sport and that therefore restrictive rules in the field of baseball are unjustified. This argument is completely untenable, since we are here concerned with the exclusively commercial aspects of baseball. . . .

The only conceivable justification [of the proposed modification] is that the local club wants protection from competition. By the same token the local club might enter into arrangements with motion picture distributors, motion picture theatres, operators of sporting arenas, and the operators of amusement parks for them to cease operations during these same periods in order to drive patrons to the ball park to see the local club. To prove that such arrangements would violate the Sherman Act requires no extensive argument.

It is respectfully requested that the department move ahead with all possible speed to strike down the elaborate private government which baseball interests have set up, in order that there might be some possibility for relief before the next baseball season gets under way. . . .

PACIFIC HOOPERS—July 1949

Program	No. of Cities	Sponsor	Agency	Hooper	Year Ago Hooper	+or—	Pos.
Walter Winchell (2 mos) †	6	Kaiser-Frazer	(Weintraub)	22.2	22.5	—0.3	1
Adv. of Sam Spade	6	Wildroot Co.	(BBDO)	17.2	12.9	+4.3	4
Horace Heidt	6	Philip Morris	(Biow)	14.3	13.8	+0.5	3
The Whistler	6	Signal Oil	(Stebbins)	12.1	—	—	—
Hit Parade on Parade	6	American Tobacco	(BBDO)	11.3	—	—	—
Let George Do It	6	Standard Oil	(BBDO)	10.4	8.6	+1.8	17
Inner Sanctum	6	Emerson Drug	(BBDO)	10.0	12.8	—2.8	5
Mystery Theatre	6	Sterling Drug	(D-F-S)	9.7	7.8	+1.9	26
Big Story	6	Am. Cig. & Cig.	(SSC&B)	9.6	—	—	—
Mr. District Attorney	6	Bristol-Myers	(DC&S)	9.3	—	—	—
Count of Monte Cristo (2 mos)	3	Golden State Dairy	(BBDO)	9.0	—	—	—
Take It Or Leave It	6	Eversharp	(Biow)	8.9	12.4	—3.5	6
Break the Bank	6	Bristol Myers	(DC&S)	8.9	9.8	—0.9	9
Mr. Keen	6	Whitehall	(Murray)	8.9	8.6	+0.3	18
A Life In Your Hands	6	B&W Tobacco	(Seeds)	8.8	—	—	—

† Second broadcast on same day provides more than one opportunity to hear program.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES

SAN FRANCISCO • ATLANTA

FCC Actions

(Continued from page 66)

August 11 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Lakewood Bcstg. Co. Dallas, Tex.—Designated for hearing application for CP new station on 1480 kc 1 kw unl., DA-DN, on consolidated proceedings with applications KVOL Lafayette, La., and KRMD Shreveport, La. now scheduled Sept. 8.

Change Granted

WPRA Mayaguez, P. R.—Granted changes in trans. and DA.

Hearing Designated

Wake Bcstg. Co. Raleigh, N. C. and WFNC Fayetteville, N. C.—Designated for consolidated hearing application of Wake Bcstg. Co. for new station on 1390 kc 1 kw D and application to change WFNC from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA-N.

Extension Denied

KJAN Opelousas, La.—On basis apparent lack of diligence denied application for further extension of completion date of KJAN 910 kc 1 kw unl. DA-N informed applicant that if hearing requested within 20 days, denial will be set aside pending outcome.

Waiver Granted

WABB Worcester, Mass., and WMTW Portland, Me.— Granted waiver Sec. 1.363 of rules and accepted for filing amended applications for assignment of license from Yankee Network to Radio Enterprises. Original applications were denied and Yankee petitioned to amend to show new method of flat rental instead of rental based on gross profits [BROADCASTING, May 30].

Modification of CP

WHHH Warren, Ohio—Mod. CP (granted Dec. 22, 1948, for 1440 kc 5 kw unl.) so as to specify directional pattern for day and night operation in accordance with WHHH agreement with WBCM Bay City, Mich.

Request Granted

KSET El Paso, Tex.—Granted request to cease operation until Aug. 31, to permit refinancing of corp.

SSA—Granted

WOKO Albany, N. Y.—Granted extension SSA on 1460 kc 1 kw D 500 w night; also extension of SSA to use WE 106-B trans for aux. purposes with 500 w to Feb. 15, 1950.

Oral Argument Scheduled

Commission scheduled for oral argument Oct. 17 proposed rule-making of May 19 which would amend Parts O and 1 of rules to authorize licensees and permittees of standard broadcast stations, upon informal application, to locate, maintain and use studios or apparatus for production of programs to be transmitted or delivered to foreign radio stations in cases where such programs will be or have been broadcast by domestic station.

Extension Denied

Redlands Bcstg. Co. Redlands, Calif.—On basis apparent lack of diligence denied application for extension of completion date of Class A FM station informed applicant if hearing requested within 20 days, denial will be set aside pending outcome.

Request Denied

WQXR-FM New York, N.Y.—Denied request for authorization to transmit weather maps or charts by multiplex facsimile with transmission standards other than those specified by Commission.

Following granted mod. of terms of present authorizations:

WGNB Chicago—Change ERP from 40 kw to 35 kw and ant. from 500 ft. to 530 ft.

WUOA Tuscaloosa, Ala.—Change ant. from 330 ft. to 80 ft. and ERP from 14.2 kw to 4.8 kw.

WHLD-FM Niagara Falls, N.Y.—Change ERP from 20 kw to 46 kw and ant. from 415 ft. to 420 ft.

WCBC-FM Anderson, Ind.—Change ERP from 320 w to 350 w.

WILM-FM Wilmington, Del.—Change trans. power output from 9.4 kw to 7.7 kw, ant. from 440 ft. to 330 ft., subject to approval of application which provides mounting of FM ant. on vertical radiator of WILM.

WDHN New Brunswick, N. J.—Change ERP from 580 w to 1 kw and ant. from 120 ft. to 80 ft.

WRC-FM Washington, D. C.—Change trans. power output from 3.7 kw to 4.1 kw subject to condition that permittee shall satisfy legitimate complaints of blanketing prior to commencement of program test data shall be submitted to Commission showing that trans. is capable of meeting the performance requirements set forth under Sections 8 and 11B of Standards.

WTAM-FM Cleveland, Ohio—Change ERP from 11.5 kw to 14 kw and ant. from 620 ft. to 575 ft.

KRIC-FM Beaumont, Tex.—Change ERP from 19 kw to 14 kw, ant. from 465 ft. to 360 ft., site subject to approval by CAA; this grant is not to be construed as approval for use of tower as radiator by standard station, merits of which will be determined from application.

WRVC Norfolk, Va.—Change ERP from 7 kw to 8.2 kw and ant. from 250 ft. to 230 ft., site subject to approval by CAA.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 11

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,028	1,977	211		375	241
FM Stations	739	394	449	13*	59	30
TV Stations	74	17	101		346	182

* 5 on air

* * *

Docket Actions . . .

FINAL DECISIONS

Corpus Christi, Tex.—Final decision granting bid of Community Broadcasting Co., for new AM station on 1400 kc, 100 w unlimited. Principals in company include: Leslie C. Smith, loan company, 43¾%; B. G. Moffett, attorney, 43¾%; J. H. Mayberry, radio engineer, 12½%. Decision Aug. 11.

Valdosta, Ga.—Valdosta Broadcasting Co., in final decision granted new AM station 910 kc, 5 kw unlimited DA-N. Principals in Valdosta are: George B. Cook, Insurance, president 300 shares stock; A. Julian Strickland, cotton mills, vice president 300 shares; L. O. Smith, automobile business, secretary-treasurer 330 shares; remaining ten shares are held by Tom B. Smith, retail druggist. Completing application of Okefenokee Broadcasting Co. at Waycross, Ga. on 910 kc, 1 kw unlimited DA-N, denied. Decision Aug. 11.

WIBK Knoxville, Tenn.—Independent Broadcasting Co. Inc., denied license to cover CP for new AM station on 800 kc, 1 kw daytime. Denied CP for new FM station Channel 258 (99.5 mc). Independent is granted authority to continue temporary operation for ninety days to wind up affairs. See story this issue. Decision Aug. 11.

OPINIONS AND ORDERS

Dayton, Ohio—Dismissed as moot petition of Skyland Broadcasting Corp., requesting waiver of conditions imposed on grant of applications for AM and FM CPs which required disposition by Ronald B. Woodyard of his interest in Radio Voice of Springfield Inc., Springfield, Ohio. Order Aug. 11.

WAAF Chicago, Ill.—Memorandum opinion and order granting petitions of Corn Belt Publishers to change from 950 kc, 1 kw daytime to 950 kc 5 kw unlimited. DA-2. Request previously set aside by Commission in proposed decision of June 17, 1948. Grant subject to engineering conditions. Order Aug. 11.

August 11 Applications . . .

ACCEPTED FOR FILING

Modification of License

KFGT Fremont, Neb.—Mod. license to increase power from 100 w unl. to 250 w unl.

KTLW Texas City, Tex.—Mod. license to change from 920 kc 1 kw D to 920 kc 1 kw-D 250 w-N.

AM—1560 kc

Mrs. Jane Rascoe, Corpus Christi, Tex.—CP new AM station 1580 kc 250 w D AMENDED to request 1560 kc 250 w D.

Modification of CP

WVMI Biloxi, Miss.—Mod. CP new AM station for extension of completion date.

License for CP

License to cover CP new FM station: WLWF Columbus, Ohio; WLWB Dayton, Ohio; KCLE-FM Cleburne, Tex.

Non-Docket Actions . . .

FM GRANT

Asheboro, N. C.—Asheboro Broadcasting Co. Inc., granted new FM station on Channel 222 (92.3 mc), ERP 10 kw, antenna height above average terrain 650 ft. Estimated cost of construction $23,262. Applicant is licensee of WGWR Asheboro. Granted Aug. 11.

AM GRANTS

Broken Bow, Neb.—Custer County Broadcasting Co., granted new AM station on 1490 kc, 250 w unlimited. Estimated cost $14,364. Principals: Bud Crawford, radio repairman and engineer, president and 25% owner; Georgia Crawford, secretary-treasurer, 30%; Clyde Losh, rancher, vice president, 10%; George T. Backe, accountant who has been employed by New York Stock Exchange, 2.5%; Gerald Thurman, county superintendent of schools, 2.5%; Carl R. Swanson, engineer at WCFL Chicago, 5%. Granted Aug. 11.

Roanoke, Ala.—Roanoke Broadcasting Co., granted new AM station on 1360 kc, 1 kw daytime. Estimated cost $18,300. Equal partners in company are E. L. Roberts, owner of WGAD Gadsden, Ala., and J. W. Buttram, general manager of WGAD and 5% owner WFEB Sylacauga, Ala. Granted Aug. 11.

Fort Payne, Ala.—Fort Payne on the Air, granted new AM station on 1250 kc, 1 kw daytime. Estimated cost $14,800. Principals include: Glenn A. Gravitt, cashier State National Bank, Fyffe, Ala.; J. C. Vessels, chief engineer WGAD Gadsden, Ala., H. V. Roberts, Goodyear Tire and Rubber Co. Granted Aug. 11.

WHSY Hattiesburg, Miss.—Hub City Broadcasting Co. Inc. granted switch in frequency from 1220 kc to 1230 kc and change in hours of operation from 250 w daytime to 250 w unlimited. Granted Aug. 11.

WWSC Glens Falls, N. Y.—Great Northern Radio Inc., granted switch in facilities from 1450 kc, 250 w unlimited to 1410 kc, 1 kw-D, 500 w-N DA-N. Granted Aug. 11.

WGAI Elizabeth City, N. C.—The Advance Inc., granted change in facilities from 560 kc, 500 daytime to 560 kc, 1kw-D, 500 w-N using directional day and night. Granted Aug. 11.

KGVO Missoula, Mont.—Mosby's Inc. granted increase in power from 5 kw-D, 1 kw-N to 5 kw unlimilted DA-DN on 1290 kc. Granted Aug. 11.

KGCX Sidney, Mont.—E. E. Krebsbach granted increase in nighttime power from 1 kw to 5 kw DA-DN on 1480 kc. Granted Aug. 11.

TRANSFER GRANTS

WAYN Rockingham, N. C.—Granted assignment of license from Wayne M. Nelson to Radio Station WAYN Inc., of which Mr. Nelson is sole owner. WAYN is assigned 1 kw day on 900 kc. Granted Aug. 9.

WFOR-AM-FM Hattiesburg, Miss.—Granted assignment of license from C. J. Wright, B. M. Wright and C. J. Wright Jr d/b as Forrest Broadcasting Co. to new corporation of same name and ownership. WFOR is assigned 250 w on 1400 kc. Granted Aug. 9.

WBAT Marion, Ind.—Granted transfer of 150 shares in Marion Radio Corp., from Dr. Ed. E. Schons and William E. Schons to H. G. Hipps, K. A. Botkin and Dr. G. E. Botkin. Dr. Edward Schons and William E. Schons jointly held 50% of stock, which Harry Hipp acquired on behalf of himself and Dr. G. E. Botkin and Kermit A. Botkin. Present holdings: Dr. Botkkin 10%; K. A. Botkin 10% and Mr. Hipp 30%. John H. Bone, president and 50% owner retains original interest. Consideration $22,000. WBAT is assigned 1490 kc, 500 w daytime. Granted Aug. 11.

KNET Palestine, Tex. — Granted transfer of control from Gordon B. McLendon tr/as Palestine Broadcasting Co. to a corporation consisting of Billy Averitte Laurie, owner KEBE Jacksonville, Tex., 50% Lorita Moye Laurie employe KEBE, 19% Jo Ann Laurie Spencer, employe KNET, 1%. Mr. McLendon withdraws to devote time to management of business outside Palestine and sells for $12,500. KNET is assigned 1450 kc, 250 w daytime. Granted Aug. 11.

WGNI Wilmington, N. C.—Granted transfer of negative control in New Hanover Broadcasting Co., from J. S. Brody to Suffolk Broadcasting Corp. 100 shares of new voting stock are issued and sold to Suffolk for $200 per share. Ownership is now: J. S. Brody 30%; Leo Brody 15.20%; Charles Brody 14.80% and Suffolk Broadcasting Co 40%. WGNI is assigned 1340 kc, 250 w unlimited. Granted Aug. 11.

KRIC-AM-FM Beaumont, Tex. — Granted assignment of license and CP from KRIC Inc., to The Enterprise Co. for a consideration of $50,000. Stockholder, directors and officers remain substantially the same. KRIC is assigned 1450 kc, 250 w unlimited. Granted Aug. 11.

WVIM Vicksburg, Miss.—Granted assignment of license from P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Broadcasting Co. to Radio Mississippi Inc., new corporation headed by James T. Ownby who has 16⅔% interest in WCTA Andalusia, Ala., and WJXN Jackson, Miss., and 20% interest in WULA Eufaula, Ala., president and 16⅔% owner. Jefferson Dige Bishop, secretary 16⅔%, has same radio interests as Mr. Ownby. M. D. Taylor, 60% owner of Taylor Auto Parts, Andalusia and Panama City, Fla., vice president 16⅔%. Others with 16⅔% interest include R. B. Anderson, owner Anderson Peanut Co.; Tracy Wilder, Nehi Bottling Co.; Charles Dixon, real estate dealer. Consideration is $30,000. WVIM operates with 250 w unlimited on 1480 kc. Granted Aug. 11.

WEDR Birmingham, Ala.—Granted assignment of construction permit from E. M. McElroy and J. E. Reynolds d/b as Magic City Broadcasting Co., to new corporation composed of following: J. E. Reynolds, manager WJBD Tuscaloosa, Ala., president 33⅓%; Leah L. Doss 40% owner Howard Finance Co., Birmingham, Ala., vice president 33⅓%. John A. Thompson, 33⅓% owner Decatur Development Co., 33⅓%. Mr. McElroy sells his interest for $1,000. WEDR is assigned 1220 kc, 1 kw daytime. Granted Aug. 11.

KCOI Coalinga, Calif.—Granted assignment of CP from D. O. Kinnie, sole owner, to a partnership of Albert F. Blain, 45%, Forrest W. Hughes 10%, and Richard E. Newman Jr. 45% d/b as KCOI Broadcasting Co. Mr. Kinnie stated he needed capital for other business and sells for $500. Mr. Blain is sales manager and part owner KKIN Visalia, Calif. Mr. Hughes is chief engineer KKIN and Mr. Newman owns Sanitary Laundry, Taft, Calif. KCOI is authorized 500 w day on 1470 kc. Granted Aug. 11.

WWSO Springfield, Ohio.—Granted transfer of control of Radio Springfield Inc. through sale of 50% of stock by Gus Sun, Phil Chakeres, Robert Shaw and Gus Sun Jr. to Bradley Kincaid and S. A. Sisler Jr. for a consideration of $36,500. Mr. Sisler has a part interest in WKYW Louisville, WXGI Richmond, Va., and WXLW Indianapolis and prior to transfer already had 25% interest in WWSO. Mr. Shaw is general manager and 40% owner Gus Sun Booking Agency, as well as 25% owner WWSO. WWSO is assigned 1210 kc, 250 w daytime. Granted Aug. 11.

WPGH Pittsburgh, Pa. — Granted consent to transfer of control of 55.33⅓% of voting stock to Henry A. Bergstrom, W. A. Turner, George C. Harton and F. Garratt Richter. WPGH is assigned 1080 kc, 1 kw daytime. Granted Aug. 11.

WQQW Washington, D. C.—Granted consent to transfer of control from about 200 present stockholders to 10 voting stockholders, Morris Rodman, Irwin Gieger, Pierson Underwood, M. Robert Rogers, Jesse I. Miller, Wallace M. Cohen, Marcus Goldman, Leonard Ackerman and Samuel and Teresa Liss, all present stockholders with the exception of Mr. Miller. This is a corporate reorganization and stock transaction. WQQW is assigned 570 kc, 1 kw daytime. Granted Aug. 11.

KXLW-AM-FM Clayton, Mo.— Granted transfer of control in St.

Louis County Broadcasting Co., from Mr. and Mrs. Guy Runnion to Lee Mr. Silas E. and F. Virgil Sloan, brothers, by sale of 52.2% of stock for $5,000. KXLW is assigned 1320 kc, 1 kw daytime. Granted Aug. 11.

New Applications . . .

AM APPLICATIONS

Manitowoc, Wis.—Manitowoc Broadcasting Co., 980 kc, 500 w daytime. Estimated cost $33,600. Principals: Edward Allen Jr., 52.09% owner Door County Broadcasting Co., Sturgeon Bay, Wis., president 50%; Edward W. Jacker, consulting radio engineer and chief engineer WAIT Chicago, 50%. Filed Aug. 11.

Torrington, Wyo.—Joseph P. Ernst, 1400 kc, 250 w unlimited. Estimated cost $19,450. Mr. Ernst sole owner is also owner KWOR Worland, Wyo., and KWRL Riverton, Wyo. Filed Aug. 11.

Fall River, Mass.—Bay State Broadcasting Co., 1400 kc, 250 w unlimited. Estimated cost $61,795. Applicant is licensee of WSBM-FM New Bedford, Mass., and CP holder for AM station in New Bedford. Facilities sought are those vacated by WALE. Filed Aug. 10.

Princeton, Ind.—M. R. Lankford, 910 kc, 500 w daytime. Estimated cost $15,500. Mr. Lankford is owner of Lankford Mammoth Hatcheries. Filed Aug. 10.

TV APPLICATION

Galveston, Tex.—Galveston Television Co., Channel 9 (186-192 mc), ERP 2.6 kw vis., 1.32 kw aur., antenna height 470.36 ft. Estimated construction cost $109,000, estimated operating cost first year $70,000, revenue $70,000. R. Lee Kempner, sole owner owns 15% interest in United States National Bank of Galveston. Filed Aug. 11.

McFarland Bill

(Continued from page 23)

velops, might have to await the next session of Congress.

There appears to be little or no opposition among industry leaders, but it is known that FCC is doubtful of some of the bill's provisions. It is openly dismayed over others—particularly the section which sets "deadlines" for FCC action on applications.

This section would establish a statutory "objective" of action on original application, renewal and transfer cases within three months of filing, and on all hearing cases within six months after completion of hearing. Whenever it failed to meet these deadlines, FCC would be required to submit an explanation to Congress.

The bill would reorganize the Commission staff along functional lines—presumably into Broadcasting, Common Carrier, and Safety and Special Services divisions, each of which would be composed of legal, engineering and accounting personnel. Salaries of Commissioners would be raised from $10,000 a year to $15,000, and increases also would be provided for the bureau chiefs.

In the reorganiaztion of procedure, FCC would be required to notify applicants before setting their applications for hearing, and grants issued without hearing would remain subject to protest for 30 days. FCC would be required to act on such protests within 15 days.

Other highlights of the measure:

● FCC would be empowered for the first time to issue cease-and-desist orders against violators of its rules and regulations.

● FCC's authority in anti-trust cases would be limited by removal of its present power of revocation over licensees which the courts find guilty of anti-trust violations (the courts, however, could still revoke as an additional anti-trust penalty).

● The number of assistant general counsels, assistant chief engineers, and assistant chief accountants would be reduced in each case from three to two; this was deemed practical in view of another provision allotting each Commissioner a $10,000-a-year legal aide.

● A "buffer" staff also would be created to stand between the Commission and the regular staff, to be responsible directly to the Commission for the preparation and review of decisions, orders, rules and other memoranda upon assignment by the Commission.

● FCC action on renewals would be conditioned on a finding that public interest would be served; the rnewal applicant no longer would be required to make the same complete showing required of original applicants.

● A Commissioner who resigns could not, for the remainder of the term for which he was appointed, represent any interest within FCC jurisdiction. Bureau heads and their assistants, and the Commissioners' personal legal assistants, could not represent communications interests before the Commission for one year after leaving FCC employ. These job-jumping bans would become effective one year after enactment of the measure.

● A radio fraud law would be established comparable to the postal fraud statute.

● Judicial review of all cases involving FCC's licensing power would be limited to the U. S. Court of Appeals for the District of Columbia; provision would be made for appeal from the Court of Appeals direct to the Supreme Court on revocations and non-renewals, with Supreme Court review on other cases upon writ of certiorari as under present procedure.

Senate adoption of the bill came on a call of the consent calendar. On its first call, Sen. Andrew F. Schoeppel (R.-Kans.) relayed an unspecified objection of Sen. Owen Brewster (R-Me.), who was absent, and the measure was passed over. On its second call a short time later it was adopted without objection. Sen. McFarland entered the Senate Committee report, explaining the bill [BROADCASTING, July 25], into the record.

The measure's job-jumping ban won special commendation from Sen. Hugh Butler (R-Neb.), who a few weeks ago joined in a demand for investigation of government officials who resign and "quickly turn up as spokesmen and lobbyists for special interests" [BROADCASTING, July 18],

He told his colleagues the bill would help limit "the practice of selling influence by former New Deal officials," and urged adoption of "similar legislation applying to all the other agencies." He said FCC officials "have provided us with a particularly notorious case of this sort of thing, but the FCC is not the only agency where the practice has been common."

Sen. Butler noted that in his earlier statement he had named former FCC Chairmen Paul A. Porter and Charles R. Denny among officials who left the Commission and became identified with communications interests. He said that since then the name of former Chairman James Lawrence Fly had been called to his attention as one who left FCC "and very shortly began to represent clients before the Commission."

July Box Score

STATUS of broadcast station authorizations and applications at FCC as of July 31 follows:

	AM	FM	TV
Total authorized	2,183	856	115
Total on the air	2,020	739	74
Licensed (All on air)	1,977	394	16
Construction permits	203	449	103
Conditional grants		13	
Total applications pending	1,030	251	399
Requests for new stations	374	59	346
Requests to change existing facilities	293	45	16
Deletion of licensed stations in July	2	1	
Deletion of construction permits	8	10	2

Upcoming

NAB DISTRICT MEETINGS

Sept. 8-9: Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist. 11, Raddisson, Minneapolis.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Witchita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Cartret, Ashbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist 17, Benson, Portland, Ore.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.

Petition Dismissed

WITH divestment of Ronald B. Woodyard's interest in WIZE Springfield, Ohio, FCC last week dismissed as moot the petition of WONE-AM-FM there to waive the condition attached to the grant of its facilities. Mr. Woodyard, who is president and 17% owner of WONE, had been unable to sell his 45% holding in WIZE and asked the FCC to waive the condition which required him to do so [BROADCASTING, Nov. 1, 1948]. In June he sold the WIZE stock for about $60,000 to five local businessmen, it was reported last week.

WEAS INCREASES

Now Operates with 10kw

WEAS DECATUR, Ga., has increased power from 1 kw daytime to 10 kw daytime through new RCA-type BTA 10-F transmitter installed under supervision of Chief Engineer W. H. Keller. Assisting in the work were Engineers Bill Parris and Elmo Lee.

Station, now listed as second most powerful in Atlanta area, is owned by E. D. Rivers Jr. and maintains studios at 217 Ponce de Leon Ave., Decatur.

'PRO FORMA' CASES

FCC Secretary To Handle

IN A NEW MOVE to speed action on its workload, FCC last Thursday relieved itself of the burden of passing upon so-called "pro forma" transfer and assignment cases by empowering the Secretary to pass upon them.

These are cases involving no substantial changes in ownership, as established by the Commission a few weeks ago [BROADCASTING, July 11]. To this earlier list of "pro forma" cases—in which the new single-sheet Form 316 may be used—the Commission last week added assignments involving less than a controlling interest in a partnership.

FARICY NAMED

Will Head Policy Board

WILLIAM T. FARICY, president of the Assn. of American Railroads, large buyer of time from ABC, was named Aug. 3 as chairman of the New Civilian Components Policy Board by Defense Secretary Louis Johnson.

Mr. Faricy's appointment came soon after President Truman signed legislation creating the new Department of Defense. Mr. Faricy is a 56-year-old veteran of World War I.

Plans 'Ham' Week

A NATIONAL Amateur Radio Week, designed to stimulate interest in "ham" operations in the U. S., would be set aside each year under provisions of a Senate Joint Resolution proposed last Monday by Sen. Raymond E. Baldwin (R-Conn.). The President would be authorized to designate a certain week each year, and to issue a proclamation inviting the American people to observe it with appropriate exercises. The resolution (S. J. Res. 123) was referred to the Senate Judiciary Committee.

Don Logan

DON LOGAN, 36, formerly photo editor of ABC Hollywood publicity department, died Aug. 5 in Los Angeles. Prior to joining ABC he worked in KROW Oakland, Calif., publicity department and with Erwin, Wasey & Co., San Francisco. Besides his wife Leora, he leaves a five-year-old daughter.

At Deadline...

WGBG GREENSBORO, N. C. TO ACQUIRE WHGR FACILITY

PLANS announced Friday for acquisition of Guilford Broadcasting Co., grantee for WHGR Greensboro, N. C. (1400 kc, 250 w, fulltime), by WGBG, 1-kw Greensboro daytimer on 980 kc. Transfer, subject to FCC approval, stems from decision of Gilbert M. Hutchinson, owner of WHGR, grantee firm, to remain in present post as general manager of WBIG Greensboro.

WGBG, owned and headed by Ralph M. Lambeth, would use WHGR fulltime facilities with WGBG call letters, and also would drop out of current fight with WBBB Burlington, N. C., for 950 kc with 1 kw fulltime. WGBG motion to withdraw 950 kc bid was filed with FCC Friday. Mr. Hutchinson, who won grant for WHGR in late July [BROADCASTING, Aug. 1], would be reimbursed by WGBG for out-of-pocket expenses in prosecuting application.

'NEW' WJBW TO OPEN

FIVE-YEAR-OLD FCC case involving WJBW New Orleans finally terminated. Operation by Charles C. Carlson, who founded station in 1926, slated to cease at midnight last night (Sunday) by FCC order, with "new WJBW" to take air this morning operated by Mr. Carlson's former wife, Louise C. Carlson. She won grant for facilities (1230 kc, 250 w, fulltime) when he was denied renewal on grounds of repeated engineering violations [BROADCASTING, May 3, 1948].

Mrs. Carlson, one of South's first women announcers, will be general manager of new WJBW, which has entirely new plant and will have new studios. She helped Mr. Carlson establish WJBW, served as announcer and program director prior to their divorce in 1942. When FCC denied his renewal bid following extended hearings dating to 1944, he went to U. S. Court of Appeals and Supreme Court in unsuccessful attempt to get reversal.

UHF TV OUTLET TO WCTC

EXPERIMENTAL UHF TV outlet granted WCTC New Brunswick, N. J., FCC reported Friday. Station will use pulsed emission with power of 20 kw, peak visual, on 660-680 and 700-720 mc bands. Same experimental facilities also are sought in new application filed by Home News Pub. Co., New Brunswick, AM applicant and operator of WDHN (FM) there. Chanticleer Broadcasting Co., WCTC licensee, applied for facilities fortnight ago [BROADCASTING, Aug. 8].

PETITIONS DENIED BY FCC

PETITIONS of Berachah Church, Philadelphia, and Rev. J. Frank Norris, Fort Worth, Tex., seeking rehearing of FCC's new rules limiting contracts for reservation of time in station sales, were denied by Commission Friday. No new evidence or arguments presented, FCC said. Berachah Church had pact with WPEN Philadelphia; Rev. Norris, KFJZ Fort Worth.

JUNE TUBE SALES UP

SALES of radio receiver tubes in June totaled 13,923,885 units compared to 13,488,121 in May, according to Radio Mfrs. Assn. Six-month output sales this year were 81,663,213 tubes compared to 100,005,963 same period last year. June's sales consisted of 9,994,999 tubes for new sets, 2,695,287 for replacements, 1,087,296 for export and 146,303 for government.

ENGINEERING HANDBOOK COMPLETED BY NAB

1949 EDITION of NAB Engineering Handbook has gone to press and will be sent to engineers about Sept. 5, according to Neal McNaughten, director, NAB Engineering Dept.

Revised and enlarged, handbook has 675 pages and contains FCC rules and regulations, standards of good engineering practice, design data, material on television, FM, AM, audio engineering and a "wealth of information of constant daily usefulness." Handbook will be sent free to all NAB members and offered for sale at $17.50 in limited edition.

NAB has again asked all operating TV stations for comments on FCC's proposed rule making for TV auxiliary broadcast stations, consequent to FCC's extension of comment deadline to Oct. 3.

KECA-TV LOS ANGELES PLANS SEPT. 16 DEBUT

KECA-TV Los Angeles which debuts Sept. 16 with first of UCLA-USC home games, will operate initially with 17 hours of programming weekly, Frank Samuels, ABC Western Division vice president, announced.

Mr. Samuels said ABC Board Chairman Edward J. Noble, President Mark Woods and Executive Vice President Robert E. Kintner would be on hand for station's debut. Station's key personnel includes Phil Booth, program director, formerly with KTLA Hollywood, and Richard J. Goggin, senior television director.

ALLEN BROWN JOINS WLOF

J. ALLEN BROWN, sales director of WPIK Alexandria, Va., Sept. 1 becomes executive vice president and general manager of WLOF, 5 kw MBS outlet on 950 kc in Orlando, Fla., succeeding Victor Buissett, resigned. Mr. Brown has bought one-third stock interest in WLOF from co-owners, William Joe Sears Jr., president, and Walter C. Shea, secretary-treasurer. Prior to joining WPIK early in 1949 Mr. Brown was head of NAB Small Markets Stations Division and before that at WFOY St. Augustine, Fla., and other southern stations.

BALLANTINE TO AIR FIGHT

P. BALLANTINE & SONS (beer and ale) through J. Walter Thompson, New York, will sponsor CBS broadcast of Ray Robinson-Steve Belloise fight at Yankee Stadium, New York, Aug. 24. Fight will not be telecast.

HOPE LOSES TAPE FIGHT

BOB HOPE lost arbitration fight for right to broadcast via tape, in decision handed down in Los Angeles. Decision supports Lever Bros. claim contract calls for live performance.

RITTER APPOINTS LORE

BOB LORE, newly appointed sales manager of P. J. Ritter Co., sponsor of *Betty Clark Sings* Sundays on ABC, has taken over supervision of firm's radio activities.

Y&R PROMOTES TWO

ROLAND GILLETTE, television supervisor, and Fred S. Sergenian, manager of art department, for Young & Rubicam, named vice presidents.

TONY PROVOST NAMED WBAL BUSINESS MANAGER

D. L. (Tony) PROVOST, program manager of WNBC New York, named business manager of WBAL and WBAL-TV Baltimore, effective Sept. 6, Comdr. Tom A. Brooks, vice president of Hearst Radio Inc., announced.

New post necessitated by operation of three plants in widely separated buildings—mid-city studios, outskirts TV transmitter and suburban AM transmitter—will place Mr. Provost in charge of day-to-day operations of both radio and television stations, thus freeing Harold Burke, manager, for important development and planning projects. Scope of new expansion program designed to make WBAL country's leading independent outlet will be disclosed soon by Comdr. Burke, he revealed.

Mr. Provost has been with WNBC since 1942. His successor has not been appointed but decision is expected early this week.

Closed Circuit

(Continued from page 4)

power Mexican "border station" for regular affiliation. XELO, assigned to 800 kc and listed at 150,000 w, located at Juarez across border from El Paso, Tex., raised point when KSET, El Paso local, ceased operation July 31 for economic reasons. MBS station relations people talked matter over informally with FCC where it was frowned upon on ground it would deprive U. S. station of network affiliation.

P. LORILLARD CO., New York (Old Golds) through its agency Lennen & Mitchell, New York, deciding early this week whether to switch their radio version of *Amateur Hour* from ABC to NBC.

JOHNSON & JOHNSON, New York, through N. W. Ayer & Son preparing a spot announcement campaign on foreign language stations only to start in mid-Sept.

HELBROS WATCH Co., through newly appointed agency, Dorland Inc., has decided to sponsor *Quick as a Flash* again this year. Agency is negotiating for fall presentation of program on either MBS or ABC.

SATURDAY EVENING POST soon to carry article by Ken Crawford, assistant chief of Washington bureau of *Newsweek*, on Drew Pearson's unsuccessful crusade against FCC Commissioner Robert F. Jones. Commentator opposed confirmation of former Ohio Congressman for appointment to FCC two years ago and Crawford analysis lays bare what he sees as underlying reasons for crusade.

A. G. SPAULDING & BROS., New York, through Hanly, Hicks & Montgomery, are preparing to use 35 independent stations on a custom-tailored network to sponsor national tennis matches Sept. 3-4 at Forest Hills, Long Island.

LEWIS P. HOWE Co., St. Louis, through Dancer-Fitzgerald-Sample, New York, planning video spot announcement campaign starting in mid-September.

CARNATION Co., Los Angeles (evaporated milk), currently conducting television spot test campaign on three Los Angeles stations, considering expansion to national campaign. Agency, Erwin, Wasey & Co., Los Angeles.

ADMIRAL Corp., Chicago, through Kudner Agency, New York, eyeing NBC-TV sustainers *Lights Out* (Tuesday, 9-9:30 p.m. EDT) from New York, and *Garroway at Large* (Sunday, 10-10:30 p.m. EDT) for fall. Firm studying all types of shows, but favors variety.

XUM

SOLD BY MORE THAN 600 LOCAL STATIONS . . .

during 7 thrill-packed seasons

TOUCHDOWN TIPS

with Sam Hayes

available now for the Fall of '49

TOUCHDOWN TIPS — now in its 8th great season — features Sam Hayes, one of America's outstanding sports commentators, and his amazingly accurate score predictions for 30 to 40 major college and professional football contests each week . . . based on the tried and tested All-American Gridiron Index.

Sam Hayes records **TOUCHDOWN TIPS** weekly at NBC's Hollywood studios . . . and the transcriptions are air-expressed to subscribers in time for local broadcast before the following week's games.

TOUCHDOWN TIPS, rapidly paced with sound effects and Hayes' brisk authoritative delivery, has met with overwhelming listener and advertiser success.

TOUCHDOWN TIPS '49 line-up . . .

In the backfield:

- ★ concise, inside facts about rival squads
- ★ exciting sectional highlights across the nation
- ★ salute to a "team of the week" on every program
- ★ "Gridiron Grins" — the week's zaniest pig-skin tale

On the line:

- ★ 13 action-crammed quarter-hours
- ★ Two big bonus programs
- ★ One complete emergency program
- ★ Local college prediction service
- ★ Advance listing of score forecasts
- ★ Merchandising and Promotion Kit
- ★ Specially produced preview program

Cheers:

"... show well received here, particularly since Hayes predicted on-the-nose score of Denver U's first game of the season with Colorado Mines. Everybody — sponsor, listeners, etc. — happy."

KLZ . . . Denver, Colo.

"... certainly have enjoyed carrying this program, which has met with splendid reception in the Central Florida area . . . considered an outstanding program by the sponsor . . . feel sure the coming football season will bring a highly successful presentation by Sam Hayes."

WDBO . . . Orlando, Fla.

"... sold program few hours after signing contract with you . . . present client wanted this show all through this past season. It is a real pleasure to have this feature on our station."

KFPW . . . Fort Smith, Ark.

FIRST BROADCAST: SEPTEMBER 16...

Wire, phone or write for audition today!

NBC . . . Radio-Recording Division

A Service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Hollywood